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SEXUAL ASSAULT PREVENTION AND RESPONSE WEBSITE ANALYSIS

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                September 2014

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The President of the United States issued a call to action in 2010 for more emphasis on eradicating sexual assault on college campuses and in the U.S. military. As college and military leaders seek improvements in prevention, reporting, and response they must enhance training and raise awareness through their Sexual Assault Prevention and Response (SAPR) programs. This thesis analyzed 16 SAPR program websites from selected universities, non-profit organizations and the Department of Defense (DOD) to identify best practices and provide recommendations for restructuring the Navy (N17) SAPR website. Specifically, a website analytic metric was developed and used to evaluate each of the 16 selected websites on six different dimensions: access, navigation, content, visual design, interaction, and credibility. For each dimension, best practices for SAPR program websites were identified across the university, non-profit, and DOD organizations. Additionally, common themes were organized for comparison to the Navy (N17) SAPR website. Results show that although N17's attempts at providing resources in combating sexual assault are commendable, when compared to best practice websites the U.S. Navy's (N17) SAPR website lacked many characteristics that would make it most effective. Particularly, the Navy (N17) website lacks several user-centric best practices and the tools that do exist on the website are limited when compared to the promising practice websites. Specific recommendations are provided to improve the Navy (N17) SAPR website.

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SEXUAL ASSAULT PREVENTION AND RESPONSE WEBSITE ANALYSIS

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SEXUAL ASSAULT PREVENTION AND RESPONSE WEBSITE ANALYSIS

ABSTRACT

The President of the United States issued a call to action in 2010 for more emphasis on eradicating sexual assault on college campuses and in the U.S. military. As college and military leaders seek improvements in prevention, reporting, and response they must enhance training and raise awareness through their Sexual Assault Prevention and Response (SAPR) programs. This thesis analyzed 16 SAPR program websites from selected universities, non-profit organizations and the Department of Defense (DOD) to identify best practices and provide recommendations for restructuring the Navy (N17) SAPR website. Specifically, a website analytic metric was developed and used to evaluate each of the 16 selected websites on six different dimensions: access, navigation, content, visual design, interaction, and credibility. For each dimension, best practices for SAPR program websites were identified across the university, non-profit, and DOD organizations. Additionally, common themes were organized for comparison to the Navy (N17) SAPR website. Results show that although N17's attempts at providing resources in combating sexual assault are commendable, when compared to best practice websites, the U.S. Navy's (N17) SAPR website lacked many characteristics that would make it most effective. Particularly, the Navy (N17) website lacks several user-centric best practices and the tools that do exist on the website are limited when compared to the promising practice websites. Specific recommendations are provided to improve the Navy (N17) SAPR website.

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LIST OF ACRONYMS

CALCASA   California Coalition Against Sexual Assault
CBT   computer-based training
CDC   Centers for Disease Control
CNIC   Commander, Naval Installations Command
CO   commanding officer
DOD   Department of Defense
DON   Department of the Navy
FAQ   frequently asked questions
IA   information architecture
IRR   inter-rater reliability
KPI   key performance indicator
N17   U.S Navy 21st Century Sailor Office
NASASV   National Association of Services Against Sexual Violence
NPS   Naval Postgraduate School
NSIPS   Navy Standard Integrated Personnel System
NSVRC   National Sexual Violence Resource Center
PDF   portable document format
PLAIN   Plain Language Action and Information Network
RAINN   Rape, Abuse, and Incest National Network
SARC   sexual assault response coordinator
SAPR   sexual assault prevention and response
SAPRO   Sexual Assault Prevention and Response Office
SHARP   sexual harassment/assault response and prevention
SHARPP   sexual harassment and rape prevention program
UE   usability evaluation
UNH   University of New Hampshire
USCG   United States Coast Guard
UX   user experience
VA   victims advocate

VIP	violence, intervention, and prevention
WOW	wider opportunities for women

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I.   INTRODUCTION

A.   PROBLEM STATEMENT

Our nation faces a serious challenge, both in the military and civilian sector, when combating sexual assault. The numbers of reported and unreported cases of sexual assault in the military are stunning. From calendar year 2004 to fiscal year 2012, the number of reported sexual assaults has doubled to 3,374, and from fiscal year 2012 to 2013 the number of reports increased by 50 percent to 5,061 (Department of Defense: Sexual Assault Prevention and Response, 2013). Additionally, the 2012 Department of Defense (DOD) survey uncovered that a surprising "26,000 Service members experienced some form of unwanted sexual contact, ranging from sexual contact crimes such as groping, to rape" (Dao, 2013).

In response to DOD's challenge, Congress and senior military leaders have taken an aggressive, multifaceted approach with the expectation to eradicate sexual assault in the military though improvements in prevention, reporting, and response through the Sexual Assault Prevention and Response (SAPR) Program. In an effort to increase personnel knowledge and awareness of sexual assault, DOD placed an emphasis on enhancing policy, providing training, and disseminating information through various means.

The Navy's Personnel Command website, specifically the 21st Century Sailor's (N17) Sexual Assault Prevention and Response (SAPR) Program (N172) link, is a critical source of information regarding policy, training, and other resources for a number of users, including administrators, victims, victim advocates, and leaders. This site stems from the U.S. Navy's establishment of the 21st Century Sailor Office (N17) in June 2013. Rear Admiral Walter Carter, then director of N17 stated, "The goal of the 21st Century office is to provide our sailors with the support network, programs, resources, training, and skills needed to overcome adversity and thrive" (Chief of Naval Personnel Public Affairs, 2013). The 21st Century Sailor Office was established by realigning existing Navy programs and resources. The office, now directed by Rear Admiral Sean Buck,

"include[s] six individual policy branches residing under the N17 organization: Total Sailor Fitness (N170), Suicide Prevention (N171), Sexual Assault Prevention and Response (N172), Sexual Harassment Prevention and Equal Opportunity (N173), and the Office of Hazing Prevention (N174)" (Chief of Naval Personnel Public Affairs, 2013), the most pertinent for this study being the N172 office in charge of SAPR.

B. PURPOSE OF THE STUDY

The purpose of this study is to evaluate the U.S. Navy's 21st Century Sailor (N17) SAPR website and identify both the strengths and weaknesses. The study's ultimate goal is to establish best practices and recommendations for improving the current N17 SAPR website (http://www.sapr.navy.mil). This is important, as service members searching or browsing for information to help themselves or their shipmates with SAPR-related questions should not give up because of frustration due to poor navigation and/or content clarity.

The continued problem of sexual assaults within the military creates unnecessary costs for both the service members and the Department of the Navy (DON). These costs include "short-term medical care, long-term and short-term mental health services, lost productivity, and pain and suffering" (U.S. Commission on Civil Rights, 2013, p. 3), not to mention increased scrutiny and oversight and the loss in unit trust, cohesion, and solidarity, leading to a decrease in operational readiness. Although the recommendations provided in this study will not address sexual assault-related costs, they will help to ensure service members have a resource for answering SAPR-related questions, providing SAPR administrative tools and requirements, and offering information to those seeking help.

C. RESEARCH QUESTIONS

This thesis will address the following research questions:

- How does the 21st Century Sailor (N17) SAPR website compare to other DOD, college and university, and non-profit organization sexual assault prevention websites?

- What are SAPR website best practices?

- Using a website assessment tool, what are the strengths and weaknesses of the N17 SAPR website?

- How might the N17 SAPR website be improved?

D.   METHOD

The focus of this study is to evaluate the 21st Century Sailor (N17) SAPR website using two metrics—website analysis metric (WAM) and thematic website analysis metric (T-WAM)—built from core topics found in the literature review. The Rape, Abuse and Incest National Network (RAINN) website (http://www.rainn.org) was used to develop the WAM baseline and the initial themes incorporated into the T-WAM. Further, best practices framework and promising practices for sexual assault programs were both incorporated into both metrics.

Inter-rater reliability was determined using the Oklahoma State University sexual assault prevention program's website, which was considered a best practice website by a study conducted by the National Institute of Justice (Karjane, Fisher, & Cullen, 2005, p. 4) but was not included in the current study's formal analyses. The U.S. Navy's 21st Century (N17) website and 16 sexual assault prevention websites listed in the methodology (Chapter IV) will be evaluated. Summarized findings and recommendations to the Navy's N17 website are listed in Chapter V and VI, respectively.

E.   SCOPE AND LIMITATIONS

This study is limited to the analysis of the U.S. Navy's N17 SAPR website in comparison to 16 other sexual assault-related websites. Of the 16 websites, nine are military- and/or DOD-published websites and seven are non-military websites, which include non-profit organizations and universities. This blend of websites encompasses the five U.S. military services, four DOD affiliates, two well-known and established non-profit organizations, and websites from six universities that have been identified as promising practices sexual assault prevention programs.

The study does not include a formal user-centered usability analysis that might include user focus groups or read-aloud protocols. This study does not analyze technical aspects of the 17 websites (e.g., color schemes, specific website design, syntax or website

analytics usage). Rather, the study utilizes concepts from website analysis and preventative sexual assault promising practices programs to evaluate the overall quality and scope of information for a variety of target audiences, including victims, administrators, and general users.

F. ORGANIZATION OF THE STUDY

This study is presented in six chapters.

- Chapter I provides an introduction to the study.
- Chapter II includes a broad overview on national sexual assault and SAPR in the U.S. military.
- Chapter III includes the role of all websites in today's society and an introduction to some website analysis concepts and tools.
- Chapter IV outlines the study methodology.
- Chapter V provides the results.
- Chapter VI includes a summary, conclusions, and recommendations.

G. GLOSSARY

The following terms are defined in order to provide a better understanding of the material in this study:

- Consent—a mutual agreement based on a shared desire for specific sexual activities (from http://www.unh.edu/vpsas/handbook/sexual-misconduct)
- Information retrieval—involves *searching* for information and implies the user has background knowledge of the subject, knows what items to query, and where to retrieve the information (from https://www.ischool.utexas.edu/~donturn/research/augmentis.html)
- Information seeking—involves an unplanned search strategy utilizing browsing to seek information that will increase users' overall knowledge base (from https://www.ischool.utexas.edu/~donturn/research/augmentis.html)
- Inter-rater reliability—a measure of reliability used to assess the degree to which different raters agree in their assessment decisions (from https://www.uni.edu/chfasoa/reliabilityandvalidity.htm)
- N17—21st Century Sailor Office. Integration for the Navy's objectives for Sailor Personal and Family Readiness, Physical Readiness, Substance Abuse Prevention, Suicide Prevention, Sexual Assault Prevention and

Response (SAPR), Equal Opportunity, and Hazing Prevention policy (from http://www.navy.mil/submit/display.asp?story_id=74624)

- N172—Navy SAPR branch of N17

- Restricted report—reporting option for victims of sexual assault who wish to confidentially disclose the crime to specifically identified individuals without triggering the official investigative process (from http://www.myduty.mil/index.php/reporting-options/restricted-reporting)

- Unrestricted report—reporting option for victims of sexual assault desiring medical treatment, counselling and an official investigation of the crime (from http://www.myduty.mil/index.php/reporting-options/unrestricted-reporting)

- Sexual assault—any sexual act directed against another person that is forcible and/or against that person's will, or, where the victim is incapable of giving consent (from http://www.unh.edu/sharpp/incoming-students)

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II. BACKGROUND

This chapter provides background information related to sexual assault, starting with a macro view of the national problem and current issues identified within colleges and universities. Subsequently, the Department of Defense (DOD) will be examined, introducing the birth of the SAPR program and current issues and trends the military faces.

A. NATIONAL PROBLEM

Sexual assault is not solely a military problem, but also a grave problem with staggering numbers in American society. According to a report from the Centers for Disease Control and Prevention,

> Nearly 1 in 5 women in the United States has been raped in her lifetime (18.3%) and approximately 1 in 71 men in the United States (1.4%) reported having been raped in his lifetime. Nearly 1 in 2 women (44.6%) and 1 in 5 men (22.2%) experienced sexual violence victimization other than rape at some point in their lives. (Black, Basile, Breiding, Smith, Walters, Merrick, Chen, & Stevens, 2011, pp.18–19)

When the statistics are further analyzed, an astounding 79.6 percent of women who have been raped experienced their first rape prior to the age of 25, and of those, 42.2 percent were raped prior to the age of 18 (Black et al., 2011). When it comes to male rape victims, 27.8 percent experienced their first rape at or under the age of 10 (Black et al., 2011).

According to the previous national statistics, women and girls are the majority of victims; however, men and boys are also at risk, emphasizing the importance of combating sexual assault on all fronts, for all people (Black et al., 2011). Similar to the beliefs expressed by service members and bringing the issue of sexual assault prevention and response to the forefront, President Barack Obama stated in April 2012,

> It is up to all of us to ensure victims of sexual violence are not left to face these trials alone. Too often, survivors suffer in silence, fearing retribution, lack of support, or that the criminal justice system will fail to bring the perpetrator to justice. We must do more to raise awareness about

the realities of sexual assault; confront and change insensitive attitudes wherever they persist; enhance training and education in the criminal justice system; and expand access to critical health, legal, and protection services for survivors. (The White House Council on Women and Girls, 2014, p. ii)

The issue of sexual assault affects all members of society, be they victims, family members, victims' loved ones, friends, or acquaintances. Due to this pervasive impact, the issue has garnered national attention.

B.   COLLEGES AND UNIVERSITIES

Similar to the military, the age demographics of sexual assault victims make colleges and universities an environment where there is a statistically high risk of being the victim of sexual assault, especially for women. According to the Campus Sexual Assault Study of 2007, 19 percent of women entering college experienced attempted or completed sexual assault (Krebs, Lindquist, Warner, Fisher, & Martin, 2007). The White House Council on Women and Girls emphasized that one in five women reports being sexually assaulted while attending an institution of higher education and cites that many of the "dynamics of college life appear to fuel the problem" (The White House Council on Women and Girls, 2014, p. 14).

The handling of reported sexual assaults is one of the biggest concerns on college campuses throughout the nation. A recent article in the *Huffington Post* illustrates this:

Facing mounting pressure from lawmakers, sexual assault survivors and activists, the U.S. Department of Education on Thursday released for the first time a comprehensive list of colleges and universities under Title IX investigation.

Fifty-five higher education institutions are currently under review by the department's Office for Civil Rights for allegedly mishandling sexual assault and harassment on campus in violation of the gender equity law Title IX. (Kingkade, 2014)

The number of complaints against the handling of sexual assault cases by institutions of higher learning has increased in recent years, from 17 in 2012 to 37 in 2014 (Kingkade, 2014). In January of 2014, the executive branch established the White House Task Force to Protect Students from Sexual Assault (The White House, 2014).

C. SEXUAL ASSAULT, PREVENTION, AND RESPONSE IN THE U.S. MILITARY

Sexual assault impedes the primary mission of the United States military: to defend our nation. The act of sexual assault goes against the very codes of conduct and values that create cohesiveness within the respective services. Leaders must ensure that those under their command are ready to effectively face and meet the challenges presented by the combat environment in order to accomplish the mission. In order for a unit to remain combat effective, good order and discipline is crucial. Instances of sexual assault within the military erode this order and prove to be a challenge in military effectiveness and readiness.

Several initiatives have been implemented in hopes of combating this controversial issue, affecting the lives of men and women throughout the Department of Defense (DOD). In 2004, in response to allegations of sexual assault encountered by service men and women in Iraq and Kuwait, the former Secretary of Defense Donald Rumsfeld, issued a directive to his then Under Secretary of Defense, to review the DOD's process for treatment and care of victims of sexual assault. In that year's memorandum he stated, "Commanders at every level have a duty to take appropriate steps to prevent sexual assaults, protect victims, and hold those who commit offenses accountable" (Rumsfeld, 2004). As a result, a task force was created to develop a DOD-wide sexual assault policy. In October 2005, the Sexual Assault Prevention and Response Office (SAPRO) was established to ensure that each military service complied with the new DOD policy.

1. Sexual Assault Prevention and Response Reporting Trends

Sexual assaults are reported in one of two ways: restricted reports and unrestricted reports. These are best defined as follows:

> **Restricted Reporting**—Reporting option for victims of sexual assault who wish to confidentially disclose the crime to specifically identified individuals without triggering the official investigative process.

Unrestricted Reporting—This option is recommended for victims of sexual assault who desire medical treatment, counselling and an official investigation of the crime. (MyDuty, 2014).

Cases of both unrestricted and restricted sexual assault reports have continually increased in recent years. According to the Department of the Navy FY 13 DOD Sexual Assault Prevention and Response program, there were a total of 5,061 reports of sexual assault DOD-wide, an increase of 50 percent from FY12 (Department of Defense, 2013). Of these reports, 801 were unrestricted and 256 were restricted reports of sexual assault in the U.S. Navy; a 52 percent and 24 percent increase, respectively, when compared to FY12 (Department of Defense, 2013). Also, of those naval personnel reporting sexual assault in FY12, 71 percent were against fellow service members (Department of Defense, 2012).

2. Congressional Response

The continued increase in military sexual assault reporting has gained national attention. In fact, President Barack Obama recently issued a statement calling for military leadership to exponentially step up efforts in regards to preventing and responding to sexual assault in "the greatest military on earth" (Office of the Press Secretary, 2013). Specifically, President Obama's directive in December 2013 called for top military leaders to show improvements in preventing sexual assault within a year, calling acts against service members "an injustice that no one who volunteers to protect our nation should ever endure" (Armed Forces Press Service, 2014). The president further noted:

> If I do not see the kind of progress I expect, then we [referring to the inclusion of Secretary Hagel and Chairman Dempsey] will consider additional reforms that may be required to eliminate this crime from our military ranks and protect our brave service members who stand guard for us every day at home and around the world. (Office of the Press Secretary, 2013)

As pressure to end sexual assault continues to strengthen, military commanders must be prepared for and embrace the change. Due to increases in reporting of sexual assault across all services, responding to operational commitments is being jeopardized, as military personnel fight a war within their own ranks.

3. Navy Command Issues

As congressional leadership places more emphasis on addressing sexual assault within the military, naval commanders are redirected to evaluate this challenge. In doing so, these commanders now face a variety of issues, including evaluating their command climate and leadership strategy, and ensuring that legal actions are correctly and expeditiously taken in accordance with the Uniform Code of Military Justice (UCMJ). Commanders must foster a positive command climate, promoting zero tolerance for behavior that enables sexual assault, recognizing barriers and eliminating those barriers that prevent service members from reporting this crime.

Studies show that repeat offender's carry out 90 percent of all sexual assaults, which negates the idea that most assaults are honest misunderstandings (DON SAPRO, 2011). Therefore, reinforcement of zero tolerance is essential. The commanders' ability to eliminate reporting barriers is of equal importance. The *DON SAPRO Commander's Guide* addresses some of these barriers. For example, 24 percent of Navy and 25 percent of Marine Corps female victims fear being ostracized (DON SAPRO, 2011). Similarly, 17 percent of Navy and Marine Corps male victims did not report sexual assault for fear of ostracism; others believed they would be harassed or ridiculed by their peers or that no action would be taken in addition to a fear of public disclosure of the assault (DON SAPRO, 2011). Commanders must lead in a manner that sets the standard for subordinates, eliminating gender bias and establishing an intolerant attitude toward behavior that enables or is on the continuum of behavior that can lead to sexual assault.

Currently, the right for commanders to prosecute sexual assault cases that occur under their command is in question. Commanding officers have been met with keen opposition from some members of Congress, emphasizing that military leaders are not equipped with the tools to effectively prosecute military personnel in cases of sexual assault. For example, Congress displayed opposition to Lieutenant General Craig Franklin's decision to overturn the jury conviction of one of his fighter pilots accused of rape, due to reasonable doubt. In light of this decision, many lawmakers and female activists spoke out in opposition against the military commanders' authority to prosecute, stating that the fairness of the military justice system decreases the confidence of victims

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in reporting sexual assaults and increases the fear of reprisal for making such reports. Democratic Senator Claire McCaskill urged that General Franklin to be removed from command. He later retired for what he said was "for the good of this command and the Air Force" (Whitlock, 2014, para. 3).

Senator McCaskill emphasized that military commanders should be stripped of their ability to prosecute cases of sexual assault, citing that the military needs a reformed, independent, and transparent process in its justice system (Brook, 2014). A panel of retired senior military members expressed the view that stripping commanders of their ability to launch courts-martial on sexual assault cases would not increase the number of prosecutions of sexual predators or protection for victims (Kime, 2014). Defense Secretary Hagel stated in a press conference:

> Commanders are accountable. They're accountable to their people, to their systems. That's the way the military has to work. But if you disconnect the commanders…then you are taking away a certain responsibility of that commander on not only knowing what's going on in his or her command, but actually having some responsibility. I don't want to do that. I want more responsibility put on our commanders, not less. (Kilmas, 2014, para. 5)

Ultimately, with the signing of the 2014 Defense Authorization Act, some reforms will take place with certain procedures in the military justice system; commanders, however, will continue to keep their authority to pass judgment on cases of sexual assault. The issue is far from being resolved; as lawmakers and members of Congress continue to push for more reform in an attempt to remove the authority commanding officers (CO) are given in matters involving sexual assault.

Regardless of future decisions, commanders should focus on activities under their control in order to improve their command's climate and strengthen leadership at all levels. To do so begins with a commitment to eradicating the problem throughout the ranks and this will be achieved through training. Leaders must continually provide training as a means to increase readiness. With the topic of sexual assault in mind, commanders must impart the knowledge required to be an effective member of the command. The training should not only educate, but also persuade individuals to do what

is right, and in the case of sexual assault, to have the understanding to know what is correct and to take the proper action when behavior or actions seem to be leading toward sexual assault. Reiterating the importance of leadership and sexual assault training, the Honorable Ray Maybus, U.S. Secretary of the Navy, stated, "I'm going to continue to hold our CO's responsible for their command sexual assault prevention and response programs, demanding that they properly train personnel, and hold them accountable if that doesn't occur" (DON Commander's Guide, 2011, p. iii).

D.   SUMMARY

Sexual assault is a national problem that has seen continual increases in reported and unreported cases among both males and females. Recently, particular attention has been given to areas throughout DOD and within the realm of colleges and universities to highlight this issue. Every echelon, from the commander in chief down throughout Congress, as well as top military leadership, has expressed the determination required to go to the necessary lengths to see positive results in these targeted areas.

For the military, commanders are being held accountable for ensuring that appropriate action toward implementing and training personnel on sexual assault prevention is taking place in addition to correctly enforcing regulations when individuals commit such crimes. Military commanders must balance among prevention, protecting victims, and prosecuting perpetrators of sexual assault. Meanwhile, college leadership faces the challenge of establishing or refining its SAPR programs to promote awareness and ensure that sexual assault cases are handled in the appropriate legal manner. As both the military and institutions of higher learning move forward with a renewed approach, it is imperative that all personnel have the appropriate training to understand the meaning of sexual assault, the necessary tools to prevent or respond to sexual assault and, for possible perpetrators, the knowledge and understanding that such a crime will not go unpunished.

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III. THE ROLE OF WEBSITES IN THE TWENTY-FRIST CENTURY

Multiple organizations, including universities, colleges, non-profit entities, and the Department of Defense (DOD), have websites dedicated to providing sexual assault prevention and response information. This chapter will outline the role of websites in the twenty-first century and their importance, as well as taking a look at some terminology, concepts, and tools organizations use to optimize their websites.

A. WHY ONLINE MATTERS

The twenty-first century marks a paradigm shift toward online dependency. In May 2014, Netcraft's Web Server Survey listed over 975 million websites in existence, compared to 9.9 million in 2000 (Netcraft, 2014). According to the International Telecommunication Union (ITU), "by end 2014, the number of Internet users globally will have reached almost 3 billion. Two-thirds of the world's Internet users are from the developing world" (2014, p. 5). In the United States, "71.7 percent of households reported accessing the Internet in 2011, up from 18 percent in 1997 (the first year the Census Bureau asked about Internet use) and 54.7 percent in 2003" (File, 2013, p. 1).

Colleges and universities as well as the various U.S. military services provide Internet connectivity and access to the World Wide Web for their members. When checking into an institution of higher learning, the student is immediately given an e-mail address and access to various facilities with Internet connectivity. In the military, and specifically in the U.S. Navy, upon checking into a command, service members are given an official work e-mail address, are registered into Navy Knowledge Online for required online general military training, and are required to register in the Navy Standard Integrated Personnel System (NSIPS), the U.S. Navy's single repository for service member records. Additionally, and dependent on occupational requirements, there are a number of other web-based systems that service members are required to interface with on a daily basis, requiring access to the World Wide Web, especially when deployed.

In today's society, specifically in the United Sates, individuals search for information online, either via a computer or broadband-enabled device, via cellular phone signal or local area networks (WiFi). This is especially true for college and university students, who are provided access to the Internet and the World Wide Web through their institutions in a similar manner that the military provides for all of its service members.

The Internet (specifically websites) has completely changed the way we live our daily lives, shop, communicate, socialize, and gather information. Websites have become the major tool for most organizations to conduct marketing, information sharing, sales, logistics and maintenance operations, etc. Depending on access rights and capabilities given through a website's interface, a number of tasks can be completed from remote locations.

Websites are often used to disseminate information in a much more cost-effective manner than via traditional media (e.g., books, pamphlets, brochures, and flyers). Websites can be accessed 24 hours a day, 365 days of the year. With the advent of mobile devices with web browsing capability, websites can be accessed from almost anywhere a cellular phone or WiFi reception is available. Websites can be updated easily with current information, can be used to provide feedback, and can generate and disseminate answers to frequently asked questions. Websites can also be a central hub of information and communication, and provide a means to form a community for information sharing, especially when updated regularly.

B.   INFORMATION RETRIEVAL AND SEEKING

Currently, service members receive computer-based training (CBT) via Navy Knowledge Online, command-led and directed training, and information disseminated through various websites. This form of structured or guided training is one method the Navy uses to push information to its respective audiences.

Alternatively, websites offer anyone with Internet access the ability to pull information. Whether it is searching for definitions, consumer product reviews, stock performance, or healthcare concern, to name a few, the Internet provides a near limitless

hub for information. This pulling of information can also be thought of as information retrieval or information seeking, two core fields in information science. Turnbull defines these as:

> **Information Retrieval**—More aligned with *searching* and implies the user has background knowledge of the subject, knows what items to query, and where to retrieve the information.
>
> **Information Seeking**—More aligned with *browsing* and implies the user is seeking information to increase knowledge base and follows a more unplanned search strategy. (Turnbull, n.d., Section 2.1.1)

Information availability has adapted over the last two decades with technological advances and globalization. According to Turnbull, "The internet has opened a channel of access to an interwoven labyrinth of information…enabling all types of users to access and share information with one another" (n.d., Section 1.0). This availability of access is vast and, at the same time, may pose a hindrance as individuals face information overload. Simply researching a topic may provide hundreds, if not thousands of results, not all of which are pertinent or are from credible sources. As such, it is important that websites are designed with the specific end user(s) in mind; that is, to provide the best user experience (UX).

C.   USER EXPERIENCE

All websites are generated with some idea of their target audience; without that audience, the website would serve little to no purpose. UX, as explained by the U.S. Department of Health and Human Services, "focuses on having a deep understanding of users, what they need, what they value, their abilities, and also their limitations" (U.S. Department of Health and Human Services, n.d.-a). Even though emphasis is added to the user, "the business goals and objectives" are also taken into account (U.S. Department of Health and Human Services, n.d.-a). UX is influenced by the seven factors illustrated in Figure 1.

Figure 1.   User Experience Honeycomb (from Morville, 2004)

These seven factors help organizations evaluate both the value and meaning their website provides to their target audiences. These factors guide organizations to ask critical questions such as, is the website *useful*, that is, does it fulfill a need? Is it *useable* or easy to use? Does it induce emotion and appreciation, making it *desirable?* Is the content *findable* within the site, and can it easily be found offsite? *Accessibility* addresses designs conducive to users with disabilities. Last, does the website portray *credibility* such that users can trust the information or services offered?

UX encompasses all of the necessary topics organizations can use for a top-view analysis of their respective websites. For further analysis, UX advocates the use of human-computer interaction and encompasses a variety of disciplines, many of which are outside the scope of this study. The following disciplines, however, were felt to provide some added value and insight for this study: usability evaluation, information architecture, and web analytics.

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1. Usability Evaluation

Although there are many methods of usability evaluation (UE), all are concerned with "the quality of a user's experience when interacting with products or systems" and deal with the "effectiveness, efficiency and the overall satisfaction of the user" (U.S. Department of Health and Human Services, n.d.-b). Usability evaluations are user-centric designed and employ various tools "to assist in the development of content, information architecture, visual design, interaction design and general user satisfaction" (U.S. Department of Health and Human Services, n.d.-b). Some of these tools include the use of focus groups, user feedback surveys, and usability testing.

Usability evaluations can be tailored for the specific needs of an organization, but in general, UE can be characterized into three main groups: content, navigation, and interactivity. Content may include the quality, readability, relevance, and comprehensiveness of the website. Navigation may include its organization, structure, hyperlinks and overall layout that contribute to user friendliness. Interactivity deals with feedback or responsiveness. Another factor organizations may evaluate is access, or rather how quickly and easily a user can find the website.

2. Information Architecture

According to U.S. Department of Health and Human Services, "Information architecture (IA) focuses on organizing, structuring, and labeling content in an effective and sustainable way" (n.d.-c). The management and organization of information builds Louis Rosenfield's 2011 IA model, which is shown in Figure 2.
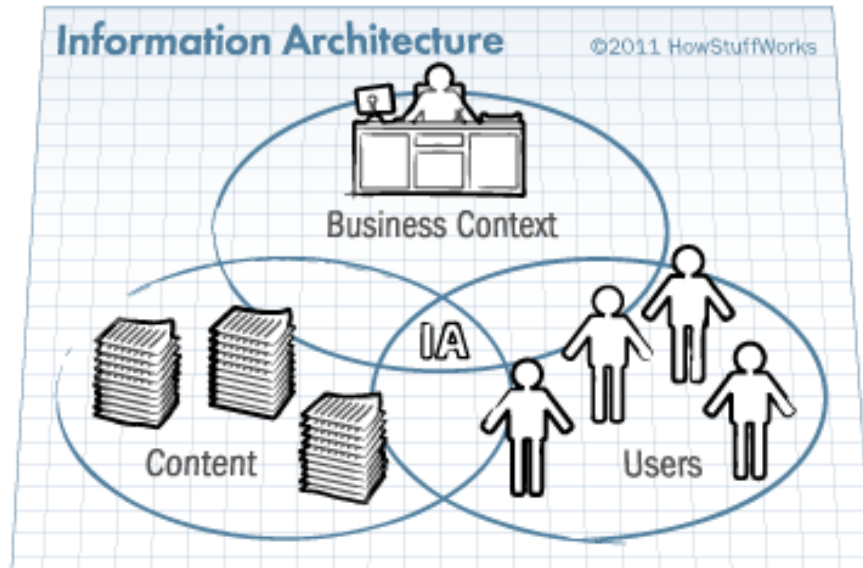
Figure 2.   Information Architecture (from Rosenfield, 2011)

With web site design, IA delineates the ideological models and designs used to plan, structure, and assemble every site. Although IA is used throughout every website, its use is especially essential to larger intricate sites that seek to accomplish the following:

- Organize content into categories and ranges of specific information

- Provide abstract overviews and site organization to the target audience

- Establish standardization and strategies for search optimization

An in-depth planning and design process that establishes a logical and reliable event for the website user requires interconnecting between IA, technical design, user interface, and graphic design (Horton & Lynch, 2011). Even though the initial observations of a website may be its user interface and visual design, without good site organization and properly constructed multi-dimensional content, visual design and user interface will lack the framework to operate correctly. Therefore, individual IA tasks provide a bridge between ideas about site goals such as user interface and technical solutions to be used in the final site design.

### 3.	Web Analytics

Web analytics is an increasingly diverse field, one that studies the data used in a wide range of applications in nearly every market imaginable for website improvement. Whether in finance, sports, crime detection, marketing, retail, or online gaming (to name a few), web analytics provides a blended solution using website data in the form of statistics and trends in order to optimize website design. Additionally, data and information gained through web analytics assists in decision-making and analysis for organizations.

The widespread use of online connectivity has made web analytics increasingly popular. Web analytics involves "the collection, reporting, and analysis of website data" (U.S. Department of Health and Human Services, n.d.-d). This information provides organizations direct insight into how successful their website is and what customers are saying about their product, ultimately providing the data they need for making improvements (Nelson, 2012).

More specifically, web analytics will identify how many people access a specific website, what terms are used to search for the specific website as well as terms used within a website's search engine, and whether users are new to the website or are returning. Web analytics will also provide the duration spent on the specific website. In addition to links used within a website, web analytics also measures traffic density, to determine which sites are popular and which are not, in addition to checking the operability of web pages within a host site. This information can be utilized for both short-term and long-term analysis to identify trends over time, taking into account such factors as seasonal variability. Another added benefit of web analytics is the ability to retrieve data from a competitor's website and use that data to compare with one's own website for improvement (Peterson, 2004).

The first step in website analytics is defining the organizational goals (e.g., the desired outcome may be to increase website traffic by 10 percent. The second step is establishing the measured performance baseline to determine if progress is being made to achieve the desired goal; this is typically done by establishing key performance indicators

(KPI). After defining the KPIs, organizations must prioritize the potential solutions and devise a plan for making small incremental changes to accurately assess the effects of the modifications (Peterson, 2004).

However, before implementing changes, the organization should verify the effectiveness of the changes using a small sample audience before large amounts of resources are expended to make the changes. This methodology, of testing the original (A) against the modified version (B) to analyze effects, is referred to as A/B testing. Using the example of increasing a website's traffic by 10 percent and employing the aforementioned A/B testing, redesigning a homepage for better in-site navigation and, thus, increasing traffic, could result in an unfavorable outcome, quite possibly the opposite of what the organization was originally looking for. Investing heavily in un-tested change could result in a vast amount of wasted resources. By using the A/B testing, organizations can better evaluate the resultant effects of proposed changes. A/B testing results can be used to more accurately predict the effect of change and possibly the incremental scale resultant from that change. The results of A/B testing can be used to determine the feasibility of the change in addition to providing a scale of the proposed changes; whether or not the change was worth the cost, or how much of an increase in traffic, as our example illustrates, was attained for a certain amount of change, which can be equated to resources expended. The key to effective A/B testing is ensuring only one variable is changed at a time (Peterson, 2004).

The final step in web analytics is the analysis of all the gathered data against the established benchmarks or KPIs, and whether the stated goal(s) is reached. Organizations must keep in mind that the web analytics process is cyclical and requires multiple iterations for improvement, making it a continuous process that should be applied to every stated goal. Likewise, user preferences change over time, making web analytics a permanent process in website design for any organization. What works today may not be the optimum solution tomorrow (Peterson, 2004).

As this section has illustrated, web analytics provides companies with a huge advantage in website design and usage in addition to network data collection. An additional advantage to web analytics is the availability of free analytic software. Google

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Analytics is one such service used in over 27 million websites, which accounts for 10.7 percent of the entire Internet and 71.3 percent of the Quantcast top 10,000 websites (BuiltWith, 2014). As of October 2013, Google Analytics was utilized by 63 percent of Fortune 500 companies (Farina, 2013). In short, with the availability of free web analytics software, any organization can capitalize on this fact to optimize, analyze, and increase web traffic for their respective websites.

D.   SUMMARY

Websites in the twenty-first century play a vital role in everyday activities across college campuses, within many non-profit organizations, and throughout the DOD. Today, the proliferation of websites on the Internet makes it the hub for individuals disseminating, seeking, and retrieving information on any given topic. As the total number of websites nears one billion, the importance of good website design is critical to fostering a constant volume of web traffic by meeting the needs of its users.

The topics discussed in this chapter introduced a few methods organizations can use to optimize their websites. UX's User Honeycomb encompasses the core topics needed for website evaluation from the perspective of the user. UX also includes a variety of disciplines; specifically addressed in this chapter were one quantitative and two qualitative disciplines. These included web analytics, user evaluation, and information architecture, respectively. Regardless of which tool(s) organizations adopt to optimize their website, the theme must be user-centric.

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IV. RESEARCH METHOD

The primary focus of this study was to analyze the U.S. Navy's 21st Century Sailor (N17) Sexual Assault Prevention and Response (SAPR) website. The purpose of the analysis was to assess the sites strengths and weaknesses through a compare-and-contrast method. The goal is to provide N17 with findings and recommendations that they might incorporate into future improvements of the website. This chapter describes the five steps in the research method:

- Defining promising practices

- Selecting optimal websites of interest for analysis

- Developing two metrics, Website Analysis Metric (WAM) and Thematic Analysis Metric (T-WAM), for analyzing the selected websites

- Conducting inter-rater reliability to establish agreement among the raters

- Using both metrics (WAM and T-WAM) on the selected websites of interest for a comparative analysis of the selected websites

A. DEFINING PROMISING PRACTICES

No published guidelines were found for building an effective SAPR website. As such, this study identified core topics or themes of promising SAPR programs. Two sources served as resources for information: Wider Opportunities for Women (WOW) and the Rape, Abuse, and Incest National Network (RAINN). Each source provided summarized inclusions pertaining to communicating and implementing prevention, services, and policy.

In a newsletter published by WOW on campus sexual assaults, promising practices for sexual assault intervention consist of two main focuses: prevention and policy (Wider Opportunities for Women, 2013). The prevention program should address four factors: clearly defining and communicating myths relating to sexual assault, continuous analysis on which situations beget sexual assault, and developing strategies for prevention as well as how to recognize post-sexual assault trauma (Wider Opportunities for Women, 2013). Essentially, prevention deals with educating people to

understand who is susceptible to sexual assault, the surroundings that foster it, tips on how to prevent it, and understanding the effects of sexual assault trauma.

The second focus mentioned in the WOW newsletter (2013) stresses the communication of policy. More specifically, a promising practice sexual assault program should have a clear policy that includes the following six areas:

- Definitions of all forms of misconduct

- Descriptions of circumstances in which sexual assault most commonly occurs

- Advice for (individuals) on what to do if they are sexually assaulted

- Lists of sexual violence resources available for survivors

- Lists of available reporting options and how to access them

- The sanctions for violating sexual misconduct policies (Wider Opportunities for Women, 2013, p. 2)

In February 2014, RAINN sent a letter of recommendations and comments to the White House Task Force to Protect Students from Sexual Assault, Department of Justice, and Office of Violence Against Women. In this letter, RAINN suggested a "three-tiered approach to prevent sexual violence" (Berkowitz & O'Conner, 2014, p. 4). The recommended approach closely mirrors the 2013 WOW newsletter, stressing education in prevention, safety, and policy. More specifically, the three-tiered approach is:

- Bystander intervention education: empowering community members to act in response to acts of sexual violence

- Risk-reduction messaging: empowering members of the community to take steps to increase their personal safety

- General education to promote understanding of the law, particularly as it relates to the ability of consent (Berkowitz & O'Conner, 2014, p. 4)

Berkowitz and O'Connor's letter (2014) also provided additional recommendations for prevention geared more toward policy. In short, the letter offers five areas by which organizations should lend their focus. The first is to establish understandable and concise information regarding policy and procedures, and then widely disseminate that information. Next is to implement, in the organization's policy, the necessity for comprehensive services and care for sexual assault survivors. In addition to providing comprehensive services, there must be multiple avenues survivors can turn

to for help and information (e.g., social media, websites, and online helplines). The policy should also ensure medical services and sexual assault specialists are immediately accessible to the victim following a sexual assault. The last area for incorporation to an organization's policy is to offer support services for survivors, specifically providing trained experts who will guide the survivor through the post-sexual assault process.

Ideally, implementing a policy that captures all of the above is intended to achieve two functions. It will better prevent individuals from committing a sexual violent act by broadcasting the repercussions. In addition, policy will mitigate unnecessary stress survivors may experience post-sexual assault, such as the apprehension incurred when trying to find information, determining what services are available, and how to go about the process.

Overall guidelines for defining promising practices were achieved by combining both the newsletter (2013) and the letter (2014) provided. The recommendations were further simplified into three categories: education, policy, and services. Education was stressed as it pertains to communicating with individuals on what sexual assault entails, how they can prevent it, and what to do after someone has been sexually assaulted. Policy has two distinct approaches. The first involves the methods by which it is communicated and how it is implemented. The second includes the services that are a part of policy implementation, as well as the care and help sexual assault survivors' need. Therefore, sexual assault prevention is a joint effort between education, policy, and services.

B.   WEBSITES OF INTEREST

In deciding which sexual assault prevention websites to utilize, selected websites were chosen based on professional guidance from the Naval Postgraduate School (NPS), the results from the 2014 SAPR Summit Conference, and promising practices of sexual assault prevention programs listed in the Department of Justice's *Sexual Assault on Campus: What Colleges and Universities Are Doing About It* (2005). A total of 17 websites were designated as the focus of this research, including 10 military websites and seven non-military. The non-military websites include six universities and two non-profit organizations.

1. Colleges and Universities

The Department of Justice campus sexual assault study (2005) selected a sample of nearly 2,500 schools and analyzed the schools' sexual assault policies, campus administration surveys, and on-site visits. Of those 2,500 schools, fewer than half granted the Department of Justice's researchers access to the school's policies and participated in the surveys. From the findings, eight colleges and universities were recognized as applying "promising practices in addressing sexual assault on campus" (Karjane et al., 2005, p. 4). Areas defined as promising practices were identified as "prevention, sexual assault policy, reporting, investigation, adjudication, and victim support services" (Karjane et al., 2005, p. 12).

Although the schools' respective websites were not the focal point of the 2005 study or specifically mentioned, several areas of the promising practices include the use of college or university websites as public information transfers (e.g., prevention, sexual assault policy, and reporting). In short, those areas are considered promising practices if they allow for resources and information to be easily, clearly, and quickly disseminated to both students and faculty (Department of Justice, 2005). Consequently, the other three areas (investigation, adjudication, and victim support services) create an overlap as they relate more to procedures and services. This information should also be listed on the college or university websites under policy or reporting.

Even though the Department of Justice's 2005 study is now nearly a decade old, one of the eight universities (as shown with an asterisk) was also praised in a recent New York Times article as having a model bystander intervention program (Steinhauer, 2014). A *Huffington Post* article, however, lists 55 colleges and universities currently under investigation for handling sexual assault cases not in accordance with Title X regulations (Kingkade, 2014). Two of the 55 colleges and universities mentioned are also listed in the Department of Justice's 2005 study. This does not necessarily mean the respective schools' websites are poor examples, and quite possibly could be due to leadership not accurately applying the policies and procedures listed therein. Regardless, the two websites in the list of 55 colleges and universities under investigation were dismissed from this study.

The schools listed in the Department of Justice's 2005 report as promising practices schools, and which were selected for this study, are shown below:

- Lewis and Clark College
  http://college.lclark.edu/offices/health_promotion_and_wellness/sexual_violence_prevention_and_response/sexual_assault_response_advocate/

- University of California Los Angeles
  http://www.counseling.ucla.edu/care/

- University of California Santa Cruz
  http://healthcenter.ucsc.edu/shop/sadv/sexual-assault-rape.html

- University of New Hampshire*
  http://www.unh.edu/sharpp/

The schools provided in the *New York Times* article as best practices in bystander intervention are as follows:

- University of Kentucky
  http://www.uky.edu/StudentAffairs/VIPCenter/index.php

- University of New Hampshire*

An additional school was selected based on receiving recognition as a model best practice sexual assault program according to the Department of Defense Sexual Assault Prevention and Response Office (SAPRO) and California Coalition Against Sexual Assault (CALCASA).

- Binghamton University

  http://www.binghamton.edu/counseling/services/sexual-assault-peer-education/about.html

2. Non-Profit Organizations

There are numerous anti-sexual assault non-profit organizations, ranging from county, state, and national institutions to organizations focused on specific groups, such as women, men, children, and ethnic groups. Professional guidance from NPS aided in selecting the best organizations to focus on for this study.

Two non-profit organizations selected that target sexual assault prevention and provide victim advocacy services were selected:

- California Coalition Against Sexual Assault
  http://www.calcasa.org
- National Sexual Violence Resource Center
  http://www.nsvrc.org

The California Coalition Against Sexual Assault (CALCASA) was founded in 1980 but not formally introduced until 1994. It has been a leading supporter of the Violence Against Women Act. Although CALCASA is a state coalition, it also maintains "a strong presence on…a national level" (California Coalition Against Sexual Assault, n.d., para. 8). In addition, CALCASA hosted the Centers for Disease Control (CDC)-sponsored National Sexual Violence Prevention Conference in 2004, 2011, and 2013.

The National Sexual Violence Resource Center (NSVRC) is a national non-profit organization funded by the CDC and operated by "the oldest and one of the largest state coalitions," the Pennsylvania Coalition Against Rape (National Sexual Violence Resource Center, n.d., para. 10). NSVRC employs a supporting role through collecting and providing information and resources to various other organizations (e.g., state coalitions, rape crisis centers, and other agencies) in place of providing direct services to victims of sexual assault.

3.   Military and Department of Defense

A total of ten military and DOD websites, dedicated to preventing sexual assault and helping victims of sexual assault, were selected to cover the five U.S. military services and the DOD, with the U.S. Navy's N17 SAPR website being the focus of the study. The Safe Helpline website, operated through a contract by RAINN, was selected because it is owned by the DOD Sexual Assault Prevention and Response Office (SAPRO) and provides another means of support particularly to military survivors. All five military branches have their own respective sexual assault prevention websites and all contain hyperlinks to the Safe Helpline, as a central source of information and help center for victim advocacy. Similar to the Safe Helpline, MyDuty is a DOD-sponsored sexual assault prevention website administered by SAPRO.

The websites were divided into three categories: military, DOD, and DOD sponsored.

a.   Military

In order to analyze and compare the U.S. Navy's N17 SAPR website, the primary website for each branch of service for combating sexual assault was selected. The information gathered through the analysis of the other U.S. military branches, focusing specifically on strengths, can be used to make recommendations for direct incorporation to the U.S. Navy's N17 SAPR website for program improvement. Additionally, the various methods employed by the other branches of service, specifically through website design and website resources, provide an excellent source for innovation and possible improvement in helping disseminate information to our service members in the ongoing effort to reduce the occurrence of sexual assault in the U.S. Navy, through the 21st Century Sailor N17 SAPR program.

The following is a list of the U.S. military service sexual assault prevention and victim assistance websites:

- U.S. Navy (N17)
  www.sapr.navy.mil (leads to http://www.public.navy.mil/bupers-npc/support/21st_century_sailor/sapr/Pages/default2.aspx)

- U.S. Air Force
  http://www.sexualassaultpreventionresponse.af.mil/index.asp

- U.S. Army
  http://www.sexualassault.army.mil/index.cfm

- U.S. Coast Guard
  http://www.uscg.mil/worklife/rape_sexual_assault.asp

- U.S. Marine Corps
  http://www.hqmc.marines.mil/Agencies/HeadquartersandServiceBattalion/SAPROffice.aspx

The findings of this study are not intended for recommendations to the military services other than the U.S. Navy; nonetheless, results may provide insight for future study for the respective military services in addition to the U.S. Navy's 21st Century SAPR website.

b. *Department of Defense*

The Department of Defense Sexual Assault Prevention and Response Office (SAPRO) is "responsible for oversight of the Department's sexual assault policy. SAPRO works hand-in-hand with the Services and the civilian community to develop and implement innovative prevention and response programs" (Sexual Assault Prevention and Response Office, n.d., para. 1).

The Department of the Navy (DON), the Department of the Army and the Department of the Air Force constitute the executive organizations for the respective services, each headed by a civilian leader (secretary) appointed by the President of the United States. Each secretary reports directly to the Secretary of Defense (SECDEF), the head of the Department of Defense (DOD) (U.S Code, Title 10 U.S. CODE § 5013, 2011, p. 1965). With respect to the U.S. Navy, the Secretary of the Navy (SECNAV), under Title 10 U.S. Code § 5013, is responsible for the training and administering (morale and welfare) of personnel in addition to other duties. Because the SAPR program falls directly under the Title 10 responsibilities of the SECNAV and the DON, the DON has a distinctive SAPR website, in line with the DOD SAPRO office, separate from the U.S. Navy's SAPR website found under the Naval Personnel Command (NPC) 21st Century Sailor (N17) SAPR website.

The two websites that fall under the executive purview of the Secretary of Defense are grouped as such.

The following is a list of the DOD selected websites:

- Department of Defense
  http://www.sapr.mil/

- Department of the Navy
  http://www.secnav.navy.mil/sapro/pages/default.aspx

The analysis of the preceding websites provides insight from a broader perspective on what is deemed necessary from the executive positions in the DOD.

c. *Non-Profit—Department of Defense Sponsored*

Two additional DOD-sponsored websites were chosen to include a wider breadth of analysis, specifically because they offer a focused and/or specialized service toward a particular audience, specifically the victim or members attempting to render assistance to someone who has been the victim of sexual assault.

The websites selected were:

- Safe Helpline
  https://www.safehelpline.org

- MyDuty
  http://www.myduty.mil/

MyDuty was identified as a best practice website by Naval Postgraduate School (NPS) students who conducted SAPR projects during the winter quarter 2014. MyDuty was selected for this study due to the resources and information offered on the site. Namely, MyDuty is targeted toward service members and leadership looking for sexual assault-related questions in a more simplified website that offers some information and hyperlinks to resources for follow-up.

Safe Helpline serves as an online crisis support center specifically tailored for Department of Defense (DOD) members, including active duty service members and civilian members. The organization offers five sexual assault support services: an online helpline, telephone helplines, a group chat, text for resources, and an IOS/Android software application (app) helpline for sexual assault survivors (Safe Helpline, n.d.). Although Safe Helpline is contracted through RAINN, the Sexual Assault Prevention and Response Office (SAPRO) owns the Safe Helpline services. Consequently, all of Safe Helplines' services are confidential, secure, and anonymous.

C. DEVELOPING THE WEBSITE ANALYSIS METRIC

The approach taken for developing this study's website analysis metric incorporated usability evaluations (UE) user experience (UX). To tailor the metric, this study's metric also drew from published literature on what encompasses promising practices sexual assault programs. Additionally, RAINN, one of the largest non-profit

organizations promoting anti-sexual violence was utilized as the benchmark example in order to ensure pertinent themes and content were included in the metric.

Developing the website analysis metric occurred in four steps:

- Building a preliminary shell to include commonly used categories listed in UE

- Applying concepts from UX and/or confirming categories listed in step one

- Thoroughly analyzing RAINN for additional design, organization, and content of sexual assault-related information

- Incorporating promising practices of sexual assault programs into categorical listings or themed listings

1. Applying Usability Evaluation

To determine the quality of UE, categorical guidelines were taken from the Multimodal Information Sharing Team's (MIST) expert review performed in 2005. The review consisted of seven categories, of which six were chosen for the study: access, navigation, content, visuals, interactivity and trust/credibility (Salem & Walsh, 2005, pp. 21–22). Each of the three researchers (who also served as coders) conducted a heuristic analysis of the RAINN website using the six major categories mentioned below. Appendix A displays the entire metric.

- Access—locating the desired website via search engine (i.e., Google) and taking into account load/download times after clicking on website link

- Navigation—are internal searches available, single-page navigation, operable links on site, and links for specific audiences (leadership/bystanders/sexual assault survivors)

- Content—good use of bullets/information chunking, anti-sexual assault tone throughout website, FAQ link for those with commonly asked questions, news and press releases, laws and regulations pertaining to sexual assault, Get Help contact information, and safety tips for the survivor and bystander tools

- Visuals—balanced use of webpage white space, graphics and multimedia content

- Interactivity—provides a means to leave feedback and acquire confidential representation quickly

- Credibility—displays day last updated and gives users an "About Us" tab that has specific information about the sexual assault program

The result was a metric that can provide a thorough assessment of any sexual assault website and add value to the user experience.

2. Applying User Experience

The primary objective of UE is to provide a high quality user experience for the target audiences. In developing this metric, three target audiences were identified: the sexual assault survivor, the bystander, and the administrator (leadership or faculty). During the RAINN analysis, the seven concepts from Figure 1 were tailored to represent each audience. They are listed below:

- Useful—It is important that each website provide links that meet the needs of a university faculty member or military component chain of command. Website information should be original and tailored for the target audience.

- Findable—Locating the website via a search engine should be easy. There must be no long download time that hinders access to a website. The website contents should be locatable via page navigation or search engine.

- Desirable—The website should portray an anti-sexual assault tone. Web links should be provided for survivors, bystanders and administrators.

- Usable—The website white space should be balanced for ease of use. The website should offer single-page navigation for ease of use. Information chunking and bulleted items make reading easy. All webpage links must be operable. In-site links reflect the content of respective webpages.

- Credible—Information should be accurate and believable. The last update of the website should be recent and clearly listed.

- Accessible—The websites should provide access for disabled or special needs user (note: not included in the study)

- Valuable—The website should provide a FAQ with relevant questions.

3. Analyzing Rape, Abuse, and Incest National Network Website

RAINN served as the study's baseline website for four main reasons. The first two reasons dealt with credibility, the third was relationship-based, and the last involved the considerable amount of information the website offers for sexual assault survivors and bystanders, self-prevention, and administrators or leadership.

Regarding the credibility of the RAINN website, it was listed as one of America's top 100 best charities in 2001 and called the "nation's largest anti-sexual violence organization" (Rape, Abuse, and Incest National Network, n.d., para. 1). As to relationships, RAINN's enjoys a close working affiliation with the DOD, specifically via contracting their online and helpline services through the DOD's Safe Helpline website. Finally, its overall website design meets the criteria listed in the promising practices section and also accounts for topics listed in UE and UX for website design, access, navigation, and content, allowing for a user-centric balance of information quality and quantity.

Specific design, navigation, and access incorporations supporting concepts from UE and UX include:

- Quick access—Google search results yield several RAINN in-site links at the top. Additionally, the download time for opening the website is less than five seconds. Both of these will decrease any confusion or frustration the user may encounter when attempting to locate and access the website.

- User-centric design—The visuals (e.g., graphics, media, and white space) and organized content design (e.g., bullets and information chunking) all allow the user to scan quickly for information.

- Quick navigation—RAINN offers single-page navigation, meaning that a user does not have to use the "go back" functions to move within webpages or to return to homepage.

Specific sexual assault-related incorporations inspired from RAINN for building the website analysis metric content include:

Target audience (general): All three main target audiences are included, sexual assault survivors, bystanders, and administrators.

Target audience (specific): The information provided for each of the target audiences includes survivor testimonials, personal safety tips, bystander awareness in post-sexual assault cases, and administrative literature (e.g., policy, law, and current news releases) regarding sexual assault. RAINN did, however, appear to have a gap in providing additional information for directly encouraging bystanders to intervene or

prevent situations prone to sexual assault. This was included in the website analysis metric, as bystander intervention methods are an important part of sexual assault prevention.

Terminology: Definitions are provided for various circumstances listed under sexual violence (e.g., rape, sexual harassment, abuse). RAINN, however, further delineates those situations (e.g., date rape versus partner rape versus acquaintance rape). Although the website analysis metric does not account for every iteration of sexual violence, the availability and ease of access to a comprehensive list of key terms was included.

Themes and miscellaneous: Several key items were noticed in evaluating the RAINN website that, coincidently, are included in most other sexual assault websites (e.g., Safe Helpline hyperlink, Get Help hyperlink, and FAQ). Another theme recognized in RAINN's website is that sexual assault is a non-discriminate crime; perpetrators may be male or female. RAINN provides non-gender-specific information in its safety tips but also provides additional information for same-gender and cross-gender assaults.

D.   DEVLOPING THEMATIC WEBSITE ANALSIS METRIC (T-WAM)

The T-WAM provides a list of observations collected from the literature review and common themes identified in the WAM analysis and is further used to demonstrate what best practices content are offered within the N17 SAPR website.

The themes were extracted primarily from the literature review during the study and while doing the preliminary study of the RAINN website. Additional themes were also compiled after further analysis of the 16 selected websites. RAINN, along with many of the selected websites, shared some commonality in content and the presentation of information. Four categories of themes were established: primary prevention, secondary prevention, tertiary prevention, and miscellaneous information.

1.   Incorporating Promising Practices

The promising practices provided in WOW and RAINN's letter created a blueprint for many ideas used in the website analysis metric, more specifically, the

thematic analysis metric. This study incorporated the three prevention strategies as listed in National Association of Services Against Sexual Violence's (NASASV) *Framing Best Practice: National Standards for the Primary Prevention of Sexual Assault Through Education.* NASASV explains the three prevention strategies as primary, secondary, and tertiary prevention. The three strategies focus on sexual assault prevention prior to the assault, immediately after the assault, and "long-term responses after sexual violence has occurred" (Carmody, Evans, Krogh, Flood, Heenan, & Ovenden, 2009, p. 16). These prevention strategies allowed for the categorical thematic grouping of WOW and RAINN's promising practices. Although NASASV's three strategies were not directly included in the website analysis metric, the conceptual idea of analyzing pre- and post-sexual prevention were.

During the process of conducting the WAM, the researchers created a list of common themes on the target audiences. Analyzing the themes allowed for a broad overview of useful information for building a promising practices sexual assault program into the N17 website.

The following categories were considered when conducting the T-WAM:

Get help contact information: The ability for survivors to access information regarding services is included in both secondary and tertiary prevention strategies. A promising practice program must list which services it offers to sexual assault victims, both in the short- and long-term.

Definitions of key terms: Sexual assault has many terms associated with it, whether it is defining misconduct to date rape to defining consent. Key terms and definitions are included in the primary prevention strategy as they help to outline the organization's policy and will educate individuals on what is acceptable and unacceptable behavior.

Safety tips: Both primary and secondary prevention strategies include the provision of safety tips. As primary prevention deals with the time prior to a sexual assault, safety tips must be illustrated to include both personal and bystander safety. Secondary prevention would include safety tips for the survivor and for any bystanders

who are assisting post-sexual assault. These tips may also provide signs for recognizing post-sexual assault trauma, which can also be applied to tertiary prevention.

Additionally, promising practices and best practices recommendations that were divided into three categories: education, policy, and services. The categories were then further broken down into primary, secondary, or tertiary prevention listings. These categories provided a framework for analyzing the targeted websites.

Primary prevention—Education: Topics within this section are intended to educate individuals about sexual assault terminology, identifying high-risk individuals for sexual assault, how to best avoid high-risk situations, and the common myths associated with sexual assault (e.g., "'Men can't be raped").

Primary prevention—Policy: This section, although it may be suitable for the education category, was selected based on information disseminated prior to sexual assaults that may dissuade perpetrators from committing the act. Such items include posting rules and regulations for offenders and the organization's prevention strategies (if listed).

Secondary prevention—Education: This deals with information provided to educate individuals immediately after a sexual assault has occurred. Topics listed include safety tips and signs for recognizing post-sexual assault trauma. The tips were further divided among bystanders, administrators, and survivors.

Secondary prevention—Policy: Policy, as applied in this category, refers to information organizations can offer a survivor. Two topics were selected for this: steps for the survivor to follow and reporting options.

Secondary prevention—Services: Services are first introduced after a sexual assault occurs and, for this category, deal with the short-term services. Although an organization's policy will dictate if these services are offered, this study has separated the two for better illustration. In addition, websites alone may not confirm if these services are offered; however, the study will analyze whether information is provided about them. Services listed for secondary prevention are medical or specialist contact information and

other support services, which may include a third-party individual who may walk through the entire process with the survivor (e.g., victim's advocate).

Tertiary prevention—Services: Services provided for tertiary prevention are those that offer long-term care (e.g., mental health).

The thematic analysis was constructed in two parts. The first utilized the aforementioned recommendations from promising practices and best practices frameworks for sexual assault programs. The last portion was developed via recognizing common themes, as each website analyzed may not coincide with the three prevention strategies (discussed in Chapter IV). RAINN was one such website used in the preliminary metric-building stages that also offered additional themes for integration.

E.   VALIDATING THE WEBSITE ANALYSIS METRIC

The approach taken for validating the metric entailed a three-step process. The initial step involved defining the chosen validation method, inter-rater reliability (IRR). Next, IRR was tested via analysis of a pilot website. The discrepancies discovered allowed for refinement of any ambiguity in the website analysis metric. Lastly, the remaining promising practices, as well as the DOD- and service-specific websites, were analyzed and compared to the N17 website.

1.   Defining Inter-rater Reliability

IRR is defined as a measure of reliability used to assess the degree to which different raters agree in their assessment decisions (Phelan & Wren, 2006). Human observers or raters will not always assess or interpret answers in the same manner. Therefore, establishing IRR is a useful tool for quantifying the amount of agreement among raters and making the appropriate adjustments so that there is commonality during the analysis.

2.   Validation

The initial step in the study of all selected websites was to establish inter-rater reliability (IRR) among the group via an in-depth analysis of the Oklahoma State

University (OSU) website (pilot website). This process required use of the pre-established metric by all three coders to provide an individual analysis of the pilot website. Once each analysis was complete, the percent IRR between raters was calculated by dividing the number of exact answers by the total possible categories. The target IRR was 70 percent, and, if the target was not met, then the group discussed each reason of disagreement and provided clarity for each answer. Due to the subjectivity of some questions, all three raters, with three more websites, repeated the IRR process. After each one of the three websites was completed, the analysis was discussed and amplifying parameters were implemented for clarification of the metric. Thereafter, the group worked in pairs while analyzing the next 13 websites, followed by rejoining as a group of three for the analysis of the N17 website to complete the study.

F. ANALYZING THE WEBSITES

The tailored 38-question metric was used to analyze the university, non-profit, and DOD websites related to sexual assault prevention. The metric included the categories of access, navigation, content, visuals, interaction, and credibility, as described in Chapter IV. Questions were coded by category, with access questions being A1 and A2, navigation questions N1 thru N8, content questions C1 thru C14, visuals V1 thru V4, interaction I1 and I2, and credibility CI1 and CI2. There were two standards utilized for questions calculated within the metric: dichotomous and Likert scales. Results were calculated using a 0 or 3 grading scale for dichotomous (0=No, 3=Yes) questions. Questions using a Likert scale were calculated with a similar scoring convention, using 0 to 3 (0=strongly disagree, 1=disagree, 2=agree, 3=strongly agree). Dichotomous questions were based on whether certain features were present in the selected website of interest (e.g., Does the website offer an in-site internal search?). Additional questions were embedded in certain categories to further expand on a previous question, as can be seen in part one of Appendix A, question N1, relating to internal search options for the selected sexual assault prevention website. Utilizing these quantitative and qualitative questions to expand on certain categories, allowed for establishing discernable commonality and differences between websites that provide best practices.

During the review phase of the results using the website analysis metric (WAM), a few coder error problems were encountered. In an effort to be accurate and eliminate coder error to the maximum extent possible, resultant scores were adjusted via a consensus agreement between coders. Each coder initially independently answered WAM questions, and Likert scale based questions were not adjusted. Adjustments to the results were only performed on dichotomous (yes/no) questions due to the discovery of discrepancies between coders and further investigation, where there was no room for interpretation of the questions. An example of this would be, "Does the website provide frequently asked questions (FAQ's)?" If one coder graded the question 0, for no FAQ offered, but the second coder found an FAQ section on the specific website, and scored it a 3 for yes, a review was performed to determine the most accurate answer, which changed the overall percentage score in a category. The adjusted scores yielded slightly varying results from the raw data, but better represented the findings for each website due to the elimination of much of the coder error and improved inter-rater reliability.

G.   RANKING THE WEBSITES

The ranking of websites using the adjusted scores were determined using a weighted total points average formula. Each category yielded a percentage score, by averaging out the scores and computing an overall ranking percentage. This consisted of a four-step process that yielded a good representation of the findings. Appendix B provides amplification of the scoring process.

First, although there were a total of 38 questions, due to the first question in many categories being dichotomous, the number of answered subset questions varied. Therefore the coder answer for each question in a particular category was averaged out to get a score for that category. Take the WAM question N1 (Does the website offer an in-site internal search?) of the DOD website for instance, where coder 1 answered Yes (=3); he/she would therefore answer questions N1a (disagree=1) and N1b (strongly agree=3). Thus, the average of those three scores would be taken (3+1+3/3= 2.33) and utilized as

the score for that question. If the category required only one answer then that was considered the average. As a result of this scoring method, a total of 32 questions were considered for the ranking.

Next, weights were applied base on the total 32 questions. For instance, the content category carried the most weight due to having a total of 16 questions in the WAM. This method captured the varying importance and the process in determining the weight of each category in the WAM. The following list contains the weights given for each category.

- Access—2/32 or .0625 weight
- Navigation—11/32 or .25 weight
- Content—16/32 or .4375 weight
- Visuals—5/32 or .125 weight
- Interaction—2/32 or .0625 weight
- Credibility—2/32 or .0635 weight

Next, the study required a summation of the total points (possible and actual) from the categories. The maximum amount of points possible was 192 and 288 (2 coders or 3 coders respectively) if all coders answered the questions in the best possible manner. The total weighted points possible was then calculated by the summation of the total points in each of the six categories times their respective weights. For example, Access (A1 and A2) for CALCASA would be calculated as 3+3+3+3 (12) x .0625. This takes into account the total number of coders for that category. The same calculations would apply for the other five categories followed by their summation. Additionally, the actual points awarded for each website was totaled after WAM completion and was done so in the same manner to determine the weighted points awarded.

Last, weighted points percentages were calculated and the websites were ranked. Taking the weighted points awarded and dividing them by the weighted points possible from the WAM calculated the weighted percentages. For example, N17 website weighted percentage was calculated as: 29.83333333 / 77.0625 = 0.387131657 or 38.7 percent.

This calculation was utilized for every other website and they were ranked highest to lowest according to their weighted percentage. The ranking chart is displayed in Chapter V.

H.   SUMMARY

This chapter outlined and discussed three topics. The first two were the websites used in the study and why they were chosen. The selected websites used for comparison ensured that all facets of a sexual assault website were included. The promising practices universities and schools provided in-depth programs specifically geared toward students. The non-profit organizations provided expansive programs that would address all audiences. The non-profit DOD-sponsored programs orientated themselves toward a specific audience or service, such as military service members, MyDuty, or helplines such as Safe Helpline. The remaining DOD websites are also geared toward military members and were expected to provide a larger scale of analyzing recommendations for N17.

This chapter also discussed the process of building the website analysis metric. Categorical listings for the website analysis metric were pulled from UE and UX concepts, as well as the RAINN website and the aforementioned promising practices literature. Thematic listings were predominantly taken from the promising practices literature and some common themes observed throughout the study. Additionally, the process for establishing IRR among coders and its application for the study was discussed in detail. Last, an outline of the four-step process of establishing a ranking system for each website given and those rankings are displayed in the next chapter.

V.   RESULTS

This chapter provides the resultant scores and rankings from the website analysis metric (WAM) and outlines several Sexual Assault Prevention and Response (SAPR) best practices and strengths extracted during our analysis of promising practices universities, non-profit entities, and DOD websites. The results from the analysis of these websites are discussed via the WAM and the thematic website analysis metric (T-WAM). The information derived from the WAM and T-WAM is intended to provide value and additional guidance that will help refine the N17 SAPR website to meet the needs of its users.

A.   WEBSITE ANALYSIS METRIC RESULTS

The website ranking calculations were discussed in detail in the previous chapter. Based on those calculations, the rankings are as follows:

Ranking					
Top	10%	Outstanding	1	University of New Hampshire	88.39%
Top	30%	Excellent	2	United States Army	85.88%
Middle	20%	Average	3	University of Kentucky	77.02%
Bottom	30%	Fair	4	MyDuty	74.61%
Bottom	10%	Poor	5	United States Air Force	73.46%
			6	Lewis & Clark	71.37%
			7	Safe Helpline	70.80%
			8	University of California, Santa Cruz	68.29%
			9	University of California, Los Angeles	67.36%
			10	United States Coast Guard	66.64%
			11	National Sexual Violence Resource Center	59.38%
			12	Department of Defense	57.44%
			13	Binghamton University	56.13%
			14	United States Marine Corps	53.36%
			15	California Coalition Against Sexual Assault	49.88%
			16	**21st Century Sailor Navy (N17)**	**38.71%**
			17	Department of the Navy	32.95%

Table 1.   Website weighted percentage rankings

The WAM includes six categories: access, navigation, content, visuals, interaction, and credibility. A heavy emphasis was placed on navigation and content, since these two categories had the greatest disparity and determined, to a greater extent,

the best practices for websites in this analysis metric. The N17 website ranked in the bottom 10 percent of websites based upon the WAM coder results. Websites such as University of New Hampshire and United States Army showed the highest promising practices. Although many of the best practices came from top-tier websites identified in the aforementioned rankings, in some cases, the best illustrated example for a subset within the category belonged to a lesser ranked website. This section provides a description of all six categories, illustrates example best practices from the various selected websites in each category and compares those best practices to the N17 SAPR website.

1. Access

Access for the metric dealt with two distinct but related topics: locating the website and download time for opening the homepage. The importance of users being able to access his or her selected website is straightforward—without web traffic, websites serve little purpose. In order to test this category, the full name of the organization was searched for in conjunction with the term "sexual assault prevention." Upon finding the correct web link, the download time was annotated for opening the homepage.

All websites were easily located via Google © search with very little download time experienced. All searches were conducted through WiFi-enabled laptop computers wirelessly connected to a router on a digital subscriber line (DSL) from a major cable and Internet provider, AT&T. There was negligible difference in download times for each respective website; there were instances, however, where search results yielded two closely related websites, which made it difficult to determine which website was the correct or official one for the organization.

a. Website Search Distinction

During many of the searches using Google, the results were clear and provided the desired websites chosen for the analysis. California Coalition Against Sexual Assault

(CALCASA), for example, left no confusion in the search results using Google. Figure 3 shows the outcome of the Google search using "California Coalition Against Sexual Assault sexual assault prevention":

Figure 3.   Google search for CALCASA Prevention screenshot (after www.google.com as appeared May 2014)

A Google search for "United States Navy sexual assault prevention," however, resulted in multiple websites that could be mistaken for the Navy website, Figure 4. Searching for United States Navy 21st Century Sailor sexual assault prevention also provided no clear link to the N17 website, Figure 5. Additionally, after clicking on the appropriate link, the user is directed to the Navy Personnel Command. This leads to more confusion as the header of the website makes no reference of N17, Figure 6.
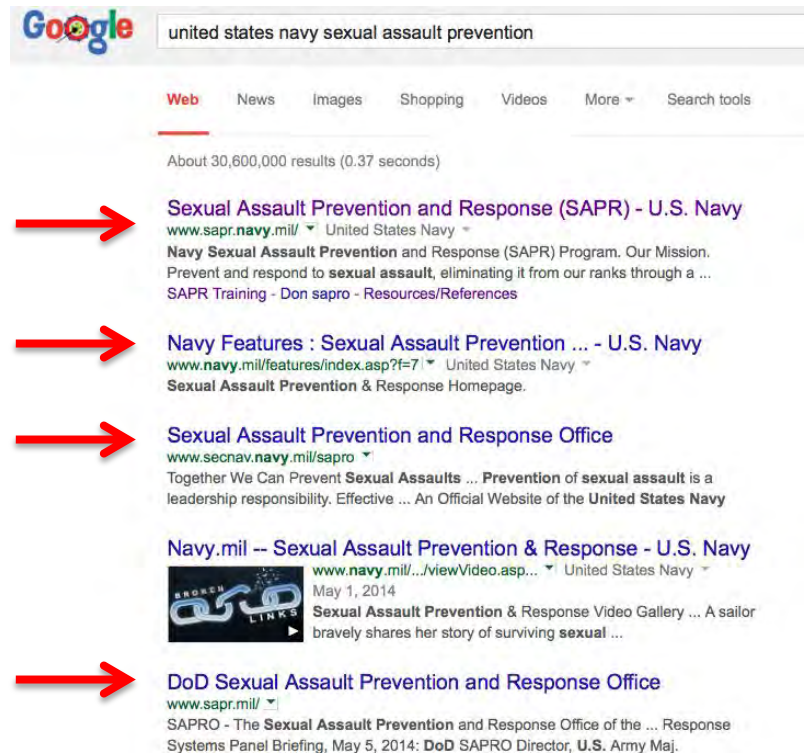
Figure 4.   Google search for United States Navy Sexual Assault screenshot (after
www.google.com as appeared May 2014)
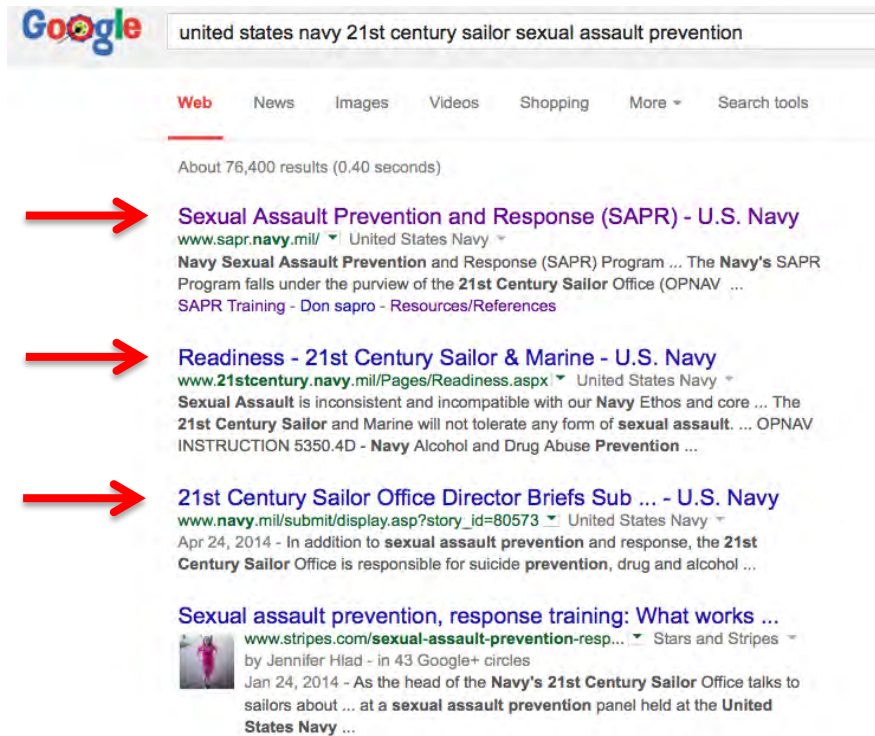
Figure 5.   Google search for United States Navy 21st Century Sailor Sexual Assault Prevention screenshot (after www.google.com as appeared May 2014)

Figure 6.   N17 screenshot (after Navy Personnel Command, http://www.public.navy.mil/bupers-npc/support/21st_century_sailor/sapr/Pages/default2.aspx as appeared May 2014)

2. Navigation

Every website was analyzed via the metric for its user friendliness. These metric components include the availability of an in-site search that produces relevant information, single-page navigation, and operable links provided for specific audiences.

a. In-site Search

The purpose of websites providing an internal in-site search is to allow users to quickly find information. For this study, websites identified as having in-site searches were those whose results were entirely within the sexual assault program, not within the entire organization. An internal in-site search was directed more towards the universities, military, and DOD websites as the sexual assault program is only one of many programs offered by the organization.

Another item considered for in-site searches was the location of the search bar. Users are accustomed to searching for information near the top of a website as is provided in toolbar applications, control find functions, and even internet web address engines like Safari and Mozilla-Firefox. As such, websites were graded not only if they offered an in-site search but also if the search bar was located at the top of the webpage.

To analyze the usefulness of the search results, three terms were used as a baseline for searching: sexual assault statistics, sexual harassment, and date rape. The websites were graded accordingly, based on receiving at least one appropriate result generated per term. Generally, sexual assault statistics were used to search for data, sexual harassment and date rape for definitions, recognition of, and/or prevention tips.

All of the aforementioned three categories are intended to provide the user an alternate method of navigating the website and searching or browsing for information. Without an internal search, the user will have to navigate through the webpage links or search within documents. Likewise, if the organization offers a search function but it is not internal to the program, the user will have to search through various results. For example, the United States Coast Guard (USCG) was one of the few websites to offer both an in-site search for the sexual assault program and a search for the entire website.

In searching for sexual harassment, the USCG yielded 10 results under the sexual assault program; however, if the search was conducted throughout the entire organization, there were in excess of 15,000 results.

Overall, the majority of websites offered an in-site search, however, the results were not always appropriate or were minimalistic at best. N17, among a few others, did not offer any search function, in-site or otherwise. This is an important function that should be offered from any informational website, particularly for those looking for information on sexual assault.

Figure 7, 8, and 9 of the USCG SAPR website are examples of a readily visible search engine, an internal in-site search, and an organizational search, respectively.

Figure 7.   USCG screenshot (after
http://www.uscg.mil/worklife/rape_sexual_assault.asp as appeared May
2014)

Figure 8.   USCG screenshot (after
http://search.www.uscg.mil/search?affiliate=uscg&query=site%3Awww.uscg
.mil%2Fworklife+sexual+harassment as appeared May 2014)
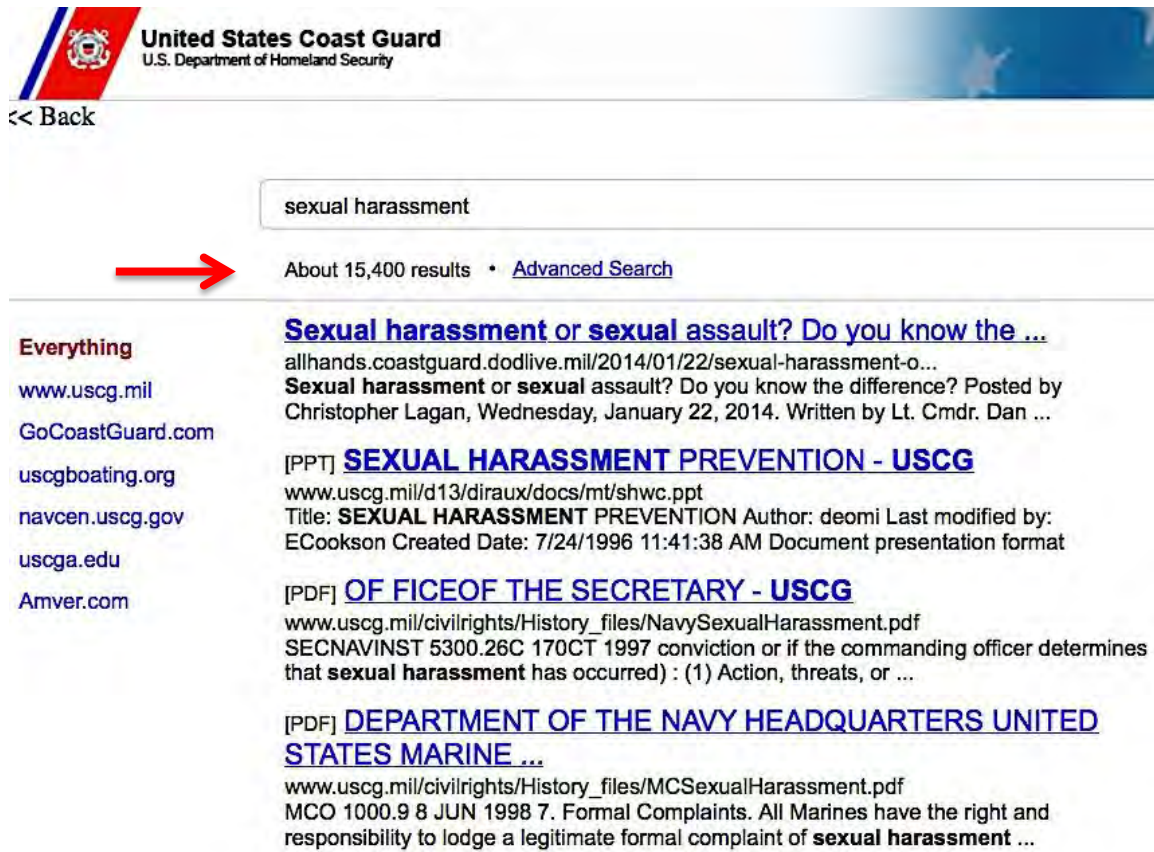
Figure 9.   USCG screenshot (after
http://search.www.uscg.mil/search?affiliate=uscg&query=sexual+harassment
as appeared May 2014)

b.   *Single-page Navigation*

Single-page navigation allows users the ability to quickly browse throughout webpages within a website without having to use the "go back" tool. That is, all webpages within the website are accessible regardless of where the user navigates, including hyperlinks within webpages. Websites with this function enhance user experience by allowing quick and seamless navigation between webpages. Figure 10 depicts the usage of single-page navigation via a horizontal navigation window, whereas University of California Santa Cruz (UCSC), Figure 11, provides a vertical single-page navigation window:

Figure 10.   DOD Safe Helpline screenshot (after https://www.safehelpline.org as appeared May 2014)

Figure 11.   UCSC screenshot (after http://healthcenter.ucsc.edu/shop/sadv/male-survivors.html as appeared May 2014)

Both the Safe Helpline and UCSC websites provide single-page navigation, however, Safe Helpline offers an additional navigation tool, drop-down menus. The drop-down menu allows users to see what options are available within core topics. For instance, within "Understanding Sexual Assault" the user can see all available sub-topics (e.g., effects of sexual assault, male survivors, and reporting options) and immediately select the topic he or she desires.

Although UCSC does not provide drop-down menus, the website does offer a "table of contents" within each core topic listed in the vertical navigation window. Once the user selects the sub-topic from the table of contents list, the user is automatically redirected to it while still within single-page navigation. Hyperlinked table of contents serves as the same function as drop-down menus but includes the added benefit of allowing the user to quickly jump to the topic he or she is looking for within the webpage.

The N17 SAPR website offers three core topics in a vertical navigation window and offers the illusion of a table of contents, Figure 12. Once the user selects the sub-topic, however, the hyperlink redirects the user to a separate host website, opens a separate window for downloading the documents, or replaces N17 with the external source. For example, when clicking on the frequently asked questions (FAQ) link a new window opens and the FAQ information is displayed, Figure 13. Although this does not close the previous window, it makes it difficult for the user to navigate through different topics.

The usability of websites are partly determined by the user's ability to navigate throughout the website in order to find information. A website that offers difficult or frustrating navigation will likely dissuade the user from returning to the website and may indicate the host site does not police or continually update the information provided therein. An additional category that may dissuade users is the operability of the website links or sub-topic hyperlinks. Multiple of N17's hyperlinks were inoperable, examples are provided in Figure 14 and 15 when "Strategic Direction to the Joint Force on Sexual Assault Prevention and Response" and "BUMEDINST3610-11" failed to open.

Figure 12.   N17 SAPR screenshot (after http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/sapr/Pages/default2.aspx as appeared May 2014)
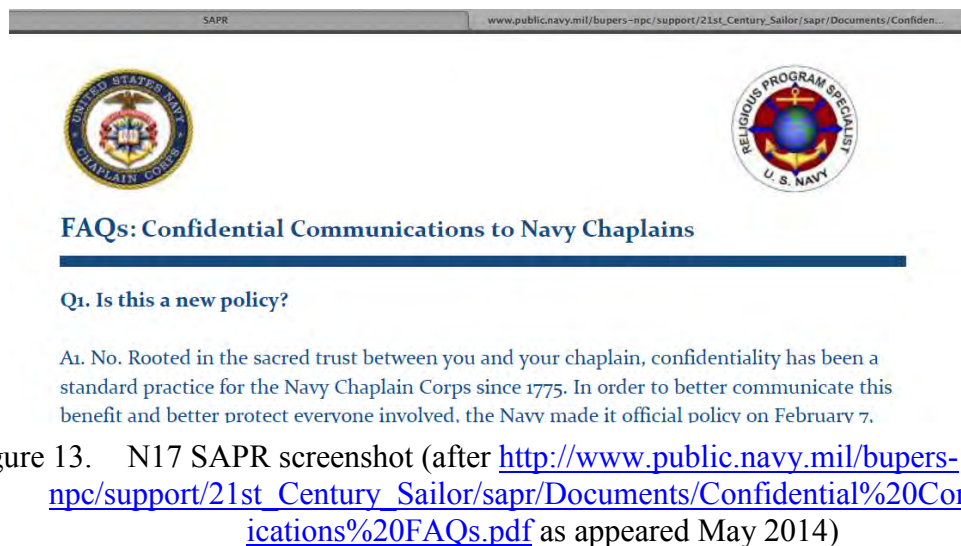
Figure 13.   N17 SAPR screenshot (after http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/sapr/Documents/Confidential%20Communications%20FAQs.pdf as appeared May 2014)

SAPR Fleet-Wide Training

As part of the Navy's continuing effort to prevent sexual assaults and promote essential culture changes within the force, a SAPR Task Force (SAPR TF) was established under the command of the Deputy Chief of Naval Operations for Manpower, Personnel, Training and Education (N1) to facilitate delivery of targeted sexual assault prevention training to all active and reserve personnel.

This training aligns with the "Strategic Direction to the Joint Force on Sexual Assault Prevention and Response" from the Chairman of the Joint Chiefs of Staff, supports the Secretary of Defense's Initiatives to Combat Sexual Assault in the Military and is part of the Secretary of the Navy's 21st Century Sailor and Marine initiative.

U.S. DEPARTMENT OF DEFENSE

HOME

404 - Page not found!

You may have used an outdated link or you may have typed the address (URL) incorrectly.

Figure 14.   N17 screenshot (after http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/sapr/Pages/default2.aspx and Joint Chiefs of Staff, http://www.jcs.mil/content/files/2012-05/050812085404_Joint_Strategic_Direction_on_Sexual_Assault.pdf as appeared May 2014)

OPNAVINST 5350.4D Navy Alcohol and Drug Abuse Prevention and Control (6/4/2...

OPNAVINST 5354.1F Navy Equal Opportunity Program (7/25/2007; Ch-1 9/20/201...

OPNAVINST 5800.7A Victim and Witness Assistance Program (VWAP) (3/4/2008)

Other Related Policy

DoD Revised Security Question Interim Policy

BUMEDINST 6310.11 Sexual Assault Prevention and Response (SAPR) Program

NAVADMINS

Current SAPR NAVADMINS

218/13 Guidance for Same-Sex Spouses

404 NOT FOUND

Figure 15.   N17 screenshot (after http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/sapr/Pages/Resources.aspx, and http://www.med.navy.mil/directives/ExternalDirectives/6310.11.pdf as appeared May 2014)

c. ***Target Audience Links***

Webpage link titles are an additional feature necessary for creating a user-centric website, if done so without ambiguity. Titles that clearly reflect the content listed therein will assist the user in swiftly searching for information. Titles can also provide an overview of the respective target audiences the website caters to.

The WAM sought out the availability of links for three particular audiences: administrative (e.g., leadership or faculty), sexual assault survivors, and bystanders. This category, navigation, did not assess the quality or breadth of information for the respective audiences nor did it analyze the specified location of the links for these audiences. It did, however, ascertain whether the host websites offered any target audience links, either via core topics listed in a single-page navigation window or via hyperlinks listed within webpages.

The University of Kentucky website provided a drop-down menu with each of the three categorical audience groups from the metric, Figure 16. University of Kentucky further delineated the administrative group into subsections, covering student leaders, resident assistants, staff, and faculty. Another example comes from MyDuty that also provides links for the three categories and leaves no ambiguity by specifically outlining each target audience, Figure 17.
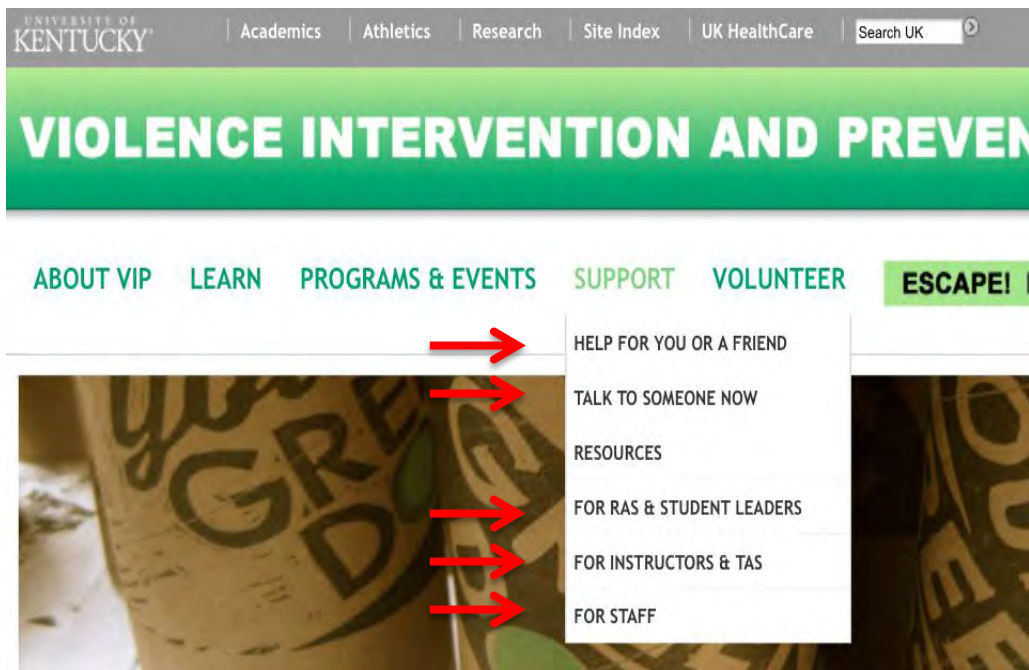
Figure 16.   University of Kentucky screenshot (after
http://www.uky.edu/StudentAffairs/VIPCenter/learn_greendot.php as
appeared May 2014)

Figure 17.   MyDuty screenshot (after http://www.myduty.mil as appeared
May 2014)

Administrative, survivor, and bystander information was embedded within the N17 SAPR website; however, there were no links offered to clearly lead the user to the appropriate category. The information pertaining to the three categories was either obtained via a link that sent the user another website or located within hyperlinks that contained training tools. For instance, the "what to do" link on the N17 SAPR homepage redirects user to the commander, Naval Installations Command (CNIC) homepage that provides the user with information for all three targeted audiences, Figure 18.
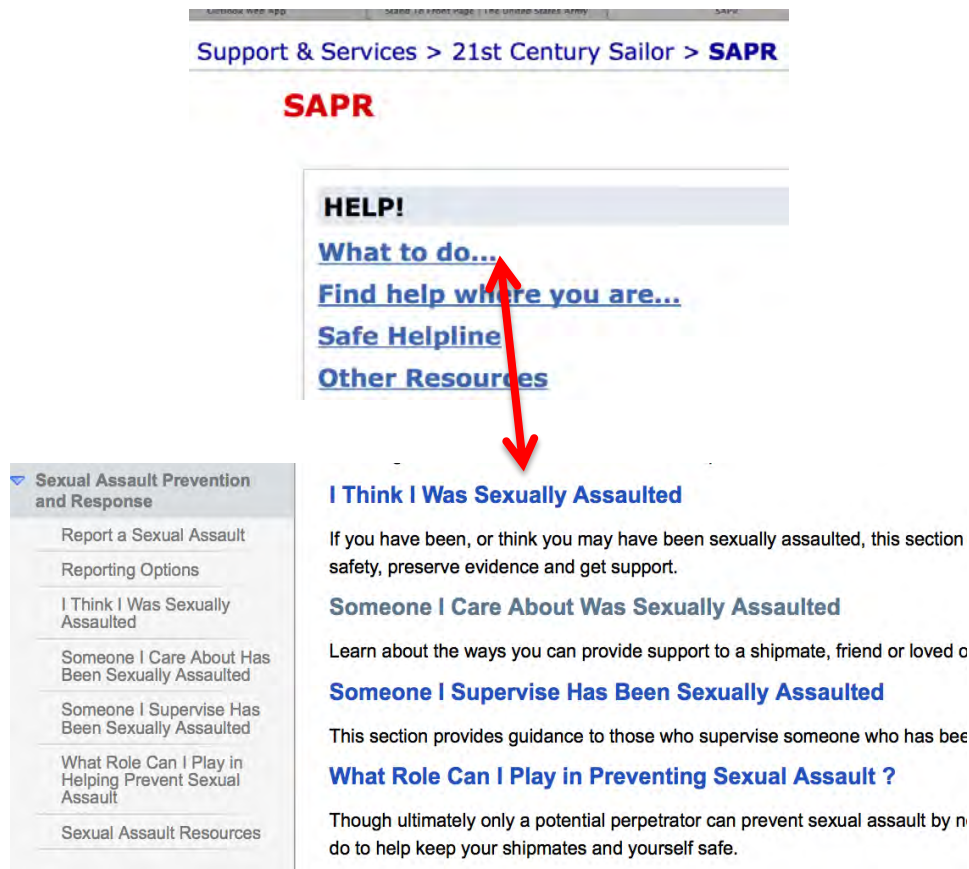
Figure 18.   N17 SAPR screenshot (after http://www.public.navy.mil/bupers-npc/support/21st_century_sailor/sapr/Pages/default2.aspx and http://www.cnic.navy.mil/ffr/family_readiness/fleet_and_family_support_program/sexual_assault_prevention_and_response.html as appeared May 2014)

The N17 SAPR training link located in the vertical navigation window offers administrative policy for implementing SAPR training. N17 further delineates administrative training guides for bystanders, leaders, and command-led safety stand-

downs in SAPR F, SAPR L, and SAPR SD, respectively. Although this information is provided, without extensive browsing users may overlook the information. N17 incorporates all policy directives and training guides in a continuous listing without clearly distinguishing the separate administrative audiences. For example, a section on SAPR Stand-Down offers policy, a facilitator's guide, and multimedia links all together, Figure 19.
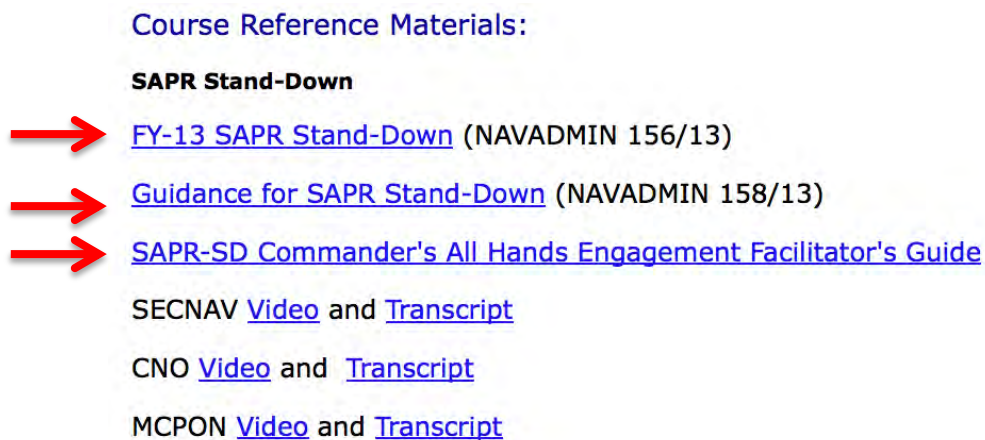
Figure 19.   N17 SAPR screenshot (after http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/sapr/Pages/training.aspx as appeared May 2014)

User-centric navigational tools such as in-site search toolbars and single-page navigation windows are optimized when matched with fully operable and unambiguous links. Collectively, this enables the user to quickly navigate throughout the website but also provides quick references for future information retrieval. Offering specified links to target audiences further assists the user and is equally necessary in achieving a user-centric navigation design.

3.   Content

Content, as defined through the tenants of user experience (UX) and usability evaluation (UE), was arguably the most important of the six WAM categories in analyzing the strengths of the selected websites. Content does not simply mean providing a vast amount of information but requires doing so in an organized manner. This enables

ease in finding sought-after information once the user has navigated to the correct webpage. There are several techniques websites can employ to contribute to the ease in reading and finding information. Techniques analyzed for this study can be generalized into five sections:

- Information chunking

- Tone and use of plain language

- Information content

- Audience

- Safety tips

a.   *Information Chunking*

Information chunking deals with grouping related information and applies to both navigation and content. In the previous section, examples of information chunking were illustrated through the use of drop-down menus, table of contents, and target audience links. Another example of this is provided by the U.S. Army's Sexual Harassment/Assault Response & Prevention (SHARP) website where the table of contents appears in a left-justified vertical navigation window, Figure 20.

Figure 20.   U.S. Army SHARP screenshot (after
http://www.preventsexualassault.army.mil/Template-
sexualAssault.cfm?page=what_is_sexual as appeared May 2014)

Information chunking as it relates to content is concerned more with the organization of information within the webpages themselves and in some cases, within the external documents provided via the website. Content information chunking serves the same purpose as navigation—to allow the user an additional means of quickly searching or browsing for information. This is achieved through the correct use of bullets, bold-faced topics or items, indentations, hyperlinks, font size and color usage, and even strategically placed white space (e.g., line breaks, multimedia, or just old-fashioned negative space).

As shown in Figure 21, the University of New Hampshire's Sexual Harassment & Rape Prevention Program (SHARPP) webpage for "Be Active Bystander" utilizes various information chunking methods. The webpage offers noticeable font size changes starting with the main header and decreasing thereafter. Likewise, the green font color easily catches the users attention without being overbearing or distracting. University of New Hampshire (UNH) also incorporates indented bulleted items separated with white space and includes bold-faced words to highlight the topic of each bulleted item.

Be Active Bystander

Wildcats are Active Bysta

Sexual assault and relationship abuse impact many people on college campuses. Nationally, it's es
women will be sexually assaulted in their lifetimes and that they are most vulnerable between the
aged men and women also experience relationship abuse at high rates. As a bystander, you may w
help.

Wildcats are Active Bystanders

Most people don't commit sexual assault or hurt their partners. Celebrating that is one part of the
important part is learning to recognize the signs when someone is in danger and stepping in to pr
an active bystander. Active bystanders learn how to recognize and safely intervene in potentially d
Sometimes this means distracting someone who appears to be targeting someone who is too drur
it means reaching out to UNH staff or the police for help.

Some simple steps to becoming an Active Bystander:

- **Notice the situation:** Be aware of your surroundings.

- **Interpret it as a problem:** Do I recognize that someone needs help?

- **Feel responsible to act:** See yourself as being part of the solution to help.

- **Know what to do:** Educate yourself on what to do.

- **Intervene safely:** Take action but be sure to keep yourself safe.

How to Intervene Safely:

- **Tell another person.** Being with others is a good idea when a situation looks dangerous.

- **Ask a victim if he/she is okay.** Provide options and a listening ear.

- **Ask the person if he/she wants to leave.** Make sure that he/she gets home safely.

Figure 21.   UNH SHARPP screenshot (after http://www.unh.edu/sharpp/bystander
as appeared May 2014)

The U.S. Army SHARP website also demonstrates use of the various information chunking tools. Figure 22 illustrates the use of font size and color variations similar to UNH, bold-faced items and sections, and the use of differing bullet styles.

Figure 22.　U.S. Army SHARP screenshot (after
http://www.preventsexualassault.army.mil/Template-
sexualAssault.cfm?page=what_is_sexual as appeared May 2014)

The Navy N17 SAPR website also used different font sizes and colored text for topic headings within its three webpages, however, the majority of N17's information is hyperlinked and in the form of PDF files, which must be downloaded for viewing. Additionally, much of the information contained within the Navy N17 SAPR website (reference material) were NAVADMIN messages written in the traditional official navy teletype style, which does not use any bold-faced characters or bullets, making the information difficult to sift through or use (Figure 23).

```
RTTUZYUW RUEWMCS0000 1561536-UUUU--RUCRNAD
ZNR UUUUU
R 051536Z JUN 13 PSN 925263K27
FM CNO WASHINGTON DC//N09//
TO NAVADMIN
INFO CNO WASHINGTON DC//N09//
BT
UNCLAS//N01500//
NAVADMIN 156/13

MSGID/GENADMIN/CNO/WASHINGTON DC/N09/JUN//

SUBJ/SEXUAL ASSAULT PREVENTION AND RESPONSE (SAPR) STAND-DOWN//

REF/A/DOC/SECDEF/MEMO/17MAY13//
REF/B/DOC/SECNAV/MEMO/24MAY13//
REF/C/DOC/SECDEF/MEMO/28MAY13//
NARR/REF A IS SECDEF MEMORANDUM DIRECTING DOD-WIDE SAPR STAND-DOWN AND
ASSOCIATED PLANNING.  REF B IS SECNAV MEMO FOR SECDEF DETAILING DON, NAVY, AND
MARINE CORPS SAPR STAND-DOWN PLANS.  REF C IS SECDEF MEMORANDUM APPROVING SAPR
STAND-DOWN SERVICE PLANS.//
POC/P. ROSEN/CAPT/OPNAV/N17/TEL: (703)604-5041/TEL: DSN 664-5041//
POC/MS. Y. PAULK/CIV/OPNAV/N17/TEL: (703)604-5044/TEL: DSN 664-5044//

RMKS/1.  This NAVADMIN provides guidance for the conduct of the Navy Sexual
Assault Prevention and Response (SAPR) stand-down.  It is critical for
commanders to ensure their commands focus the attention and efforts of their
personnel on this training.

2.  In ref A, the Secretary of Defense directed the military services conduct
a SAPR stand-down for service members and civilian employees to be completed
no later than 1 July 2013.  Reserve component units will commence their stand-
down activities commensurate with the active component and be complete by 22
July 2013.
```

Figure 23.   NAVADMIN message N17 SAPR website screenshot (from
http://www.public.navy.mil/bupers-
npc/reference/messages/Documents/NAVADMINS/NAV2013/NAV13156.txt
as appeared May 2014)

Preferably, the pertinent information from external documents should be paraphrased and included where applicable within the website to allow the user quicker access. Furthermore, some target audiences will still expect to locate and download the full policy documents. In such a case, the organization of external resources needs to assist the user in easily finding the respective document. Figure 24 depicts the Department of Navy's more visually pleasing and alternate view of listing such documents. Figure 25 shows another way the Army chose to incorporate user-centric information chunking with large bolded headings and visible bulleted topics.

Directives

Title	Description
DoD Directive 6495.01	The DoD Directive provides overarching Department policy on sexual assault prevention and response.
DoD Directive 1030.1	VICTIM AND WITNESS ASSISTANCE (VWAP)

Instructions

Title	Description
DoD Instruction 6495.02	The DoD Instruction provides additional details on what the SAPR program should contain for the Department and Military Services
SECNAVINST 1752.4B	Sexual Assault Prevention and Response (SAPR)
Navy Sexual Assault Program	Sexual Assault Victim Intervention (SAVI) Program
DoD Instruction 1030.2	VICTIM AND WITNESS ASSISTANCE (VWAP)
SECNAV INSTRUCTION 5800.11B	VICTIM AND WITNESS ASSISTANCE (VWAP)
OPNAV INSTRUCTION 5800.7A	VICTIM AND WITNESS ASSISTANCE (VWAP)
SECNAV Instructions 5430.108	

Policy

Title	Description
Public Law 108-375	The DoD Directive and Instruction incorporate the recommendations set forth in the Task Force Report on Care for Victims of Sexual Assault as well as from Public Law 108-375, the Ronald W. Reagan National Defense Authorization Act for Fiscal Year 2005, which directed the Department to have a sexual assault policy in place by January 1, 2005.
MCO 1752.5A	Marine Corps Sexual Assault Prevention and Response (SAPR) Policy

Figure 24.   Department of Navy SAPRO screenshot (from
http://www.secnav.navy.mil/sapro/Pages/Policy.aspx as appeared May 2014)

POLICY

ARMY POLICIES AND ORDERS

- Army Regulations

  - Army Regulation 600-20: Army Command Policy
  - Army Regulation 27-10: Military Justice
  - Army Regulation 350-1: Army Training and Leader Development
  - Army Directive 2011-19 (Expedited Transfer or Reassignment Procedures for Victim
    Sexual Assault)

- Headquarters, Department of the Army Execution Order 221-12 (2012 Sexual Harass
  Response and Prevention (SHARP) Program Synchronization Order)

  - HQDA EXORD 221-12 2012 Sexual Harassment/Assault Response and Prevention
    Program Synchronization Order, CTG: 230025Z Jun 12
  - FRAGO 1 to HQDA EXORD 221-12 2012 SHARP Program Synchronization Order, I
    Dec 12
  - FRAGO 2 to HQDA EXORD 221-12 2012 SHARP Program Synchronization Order, I
    Dec 12
  - ALARACT 018/2013 - FRAGO 3 to HQDA EXORD 221-12 2012 SHARP Program S
    Order, DTG: 171712Z Jan 13

- Medical

  - MEDCOM Regulation 40-36: Medical Facility Management of Sexual Assault (Dec 2

Figure 25.   U.S. Army SHARP screenshot (from
http://www.preventsexualassault.army.mil/Template-
Policy.cfm?page=dod_positions.cfm as appeared May 2014)

Figure 26 illustrates N17's SAPR website organization of policy documents utilizing font size and color, and bullets. The outline of this information goes between bulleted lists and lists with no distinct breaks within topics. Also, there is no color scheme that may help ease of reading and finding information for the user.

Resources/References

Resources

- DOD Sexual Assault Prevention and Response Office (DOD SAPRO)
- DOD Safe Helpline
- DOD Sexual Assault News
- DON SAPRO)
- Commander, Navy Installations Command (CNIC) SAPR

- National Sexual Violence Resource Center (NSVRC)
- Mentors in Violence Prevention (MVP)
- Rape, Abuse and Incest National Network (RAINN)
- Other Military, Civilian, Legal, Policy/Research and Support links

References

Department of Defense Policy

DoD Directive 6495.01 Sexual Assault Prevention and Response (SAPR) Program (1/23/2012) (Ch-1 4/30/13)

DoD Instruction 6400.06 Domestic Abuse Involving DoD Military and Certain Affiliated Personnel (8/21/2007; Ch-1 9/20/2011)

DoD Instruction 6495.02 Sexual Assault Prevention and Response (SAPR) Program Procedures (3/28/2013) [DODI 6495.02 Info Paper]

Under Secretary of Defense (USD) Directive-type Memorandums (DTM)

DTM-14-001 Defense Sexual Assault Advocate Certification (D-SAACP) Program (14Jan14)

DTM-14-002 Establishment of Special Victim Capability (SVC) Within the Military Criminal Investigative Organizations (MCIOs) (11Feb14)

DTM-14-003 DoD Implementation of Special Victim Capability (SVC) Prosecution and Legal Support (12Feb14)

Secretary of the Navy Policy (SECNAV)

SECNAVINST 1730.9 Confidential Communications to Chaplains (2/7/2008)

Figure 26.   N17 SAPR screenshot (from http://www.public.navy.mil/bupers-npc/support/21st_Century_Sailor/sapr/Pages/Resources.aspx as appeared May 2014)

With regards to information chunking, grouping information together for ease of use and understanding, the Navy N17 SAPR website does a satisfactory job in organizing the required SAPR training (SAPR-L, SAPR-F, etc.), but falls short in most other areas. For example, when looking for term definitions or FAQs, there is no organization by subject; rather, the Navy's N17 SAPR website groups information by disseminating source and leaves much of the information or services sought after by survivors, bystanders, and leaders to external websites like MyDuty, Safe Helpline, CNIC, and Department of Defense Sexual Assault Prevention and Response Office (SAPRO).

The Navy N17 SAPR website was designed as a repository for information, in the form of portable document format (PDF) files, rather than an interactive website designed to engage the user. Information is not readily accessible, with a massive amount of information it contained less than three navigable menu options and provides hyperlinks to external websites for additional resources and more PDF files (Figure 27).
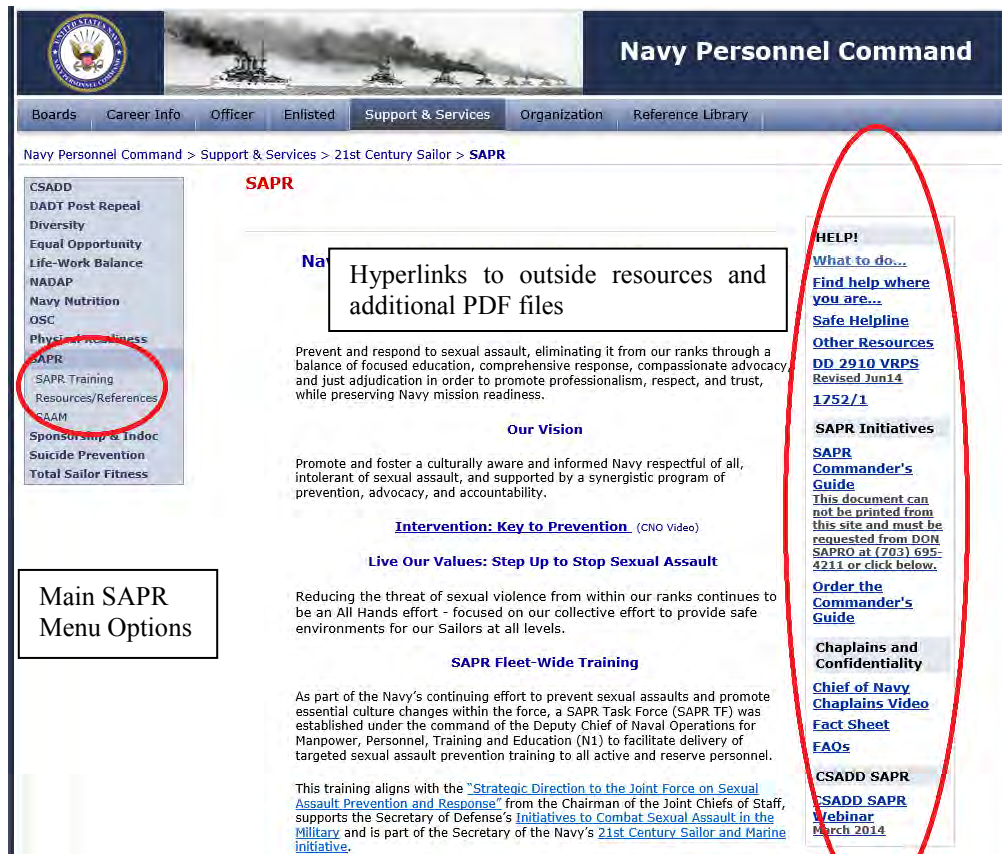
Figure 27. N17 SAPR homepage screenshot (after
http://www.public.navy.mil/BUPERS-
NPC/SUPPORT/21ST_CENTURY_SAILOR/SAPR/Pages/default2.aspx as
appeared May 2014)

b. *Tone and Use of Plain Language*

In order to continue the DOD-wide effort in combating sexual assault, an intolerant anti-sexual assault tone must be taken into consideration, instead of the legalistic and neutral tone seen in many civilian and military sexual assault websites. Tone can be applied from various perspectives, such as in the form of survivor support, encouraging bystander intervention, and discouraging acts of violence. Communicating an anti-sexual assault tone, as well as disseminating general information, requires the use of plain language. This study utilized the guidelines as prescribed by The Plain Language

Action and Information Network (PLAIN) website (http://www.plainlanguage.gov) and in accordance with the Plain Writing Act of 2010, to determine websites with the best use of plain language.

Lewis and Clark College's website provides a clear example of integrating anti-sexual assault tone and plain language directed at both survivors and perpetrators. Within the context of sexual violence, Lewis and Clark College state:

> No matter who you are, where you are, what you do, or what you have done in the past, sexual violence is never your fault. The only person who is ever at fault for sexual violence is the perpetrator. (Lewis and Clark College, n.d., para. 3)

University of California Santa Cruz also displays a clear and effortless integration of anti-sexual assault tone and plain language throughout their website. In the preface before discussing prevention strategies, UCSC states:

> Sexual assault and rape can happen to anyone at anytime. Perpetrators, not survivors, are responsible for sexual assaults. Only a perpetrator can prevent a sexual assault, but we can all take steps to reduce the risk. (University of California Santa Cruz, n.d., para. 1)

The U.S. Navy N17 SAPR website takes a notably different approach in communicating the anti-sexual assault tone. The two in-site webpages and various external links (e.g., NAVADMIN, policy, and memorandums) frequently emphasize eradicating and eliminating sexual assault and how it must not be tolerated in our Navy. The tone and language, however, is clearly directed toward senior leadership, consistently stressing the adverse effects sexual assault has on mission readiness. The video links also highlight this, with verbiage centered on mission readiness and the degradation caused by sexual assault among shipmates.

Unfortunately, almost all of the information contained within the text is tied to yearly training requirements or qualifications needed for the Navy SAPR program. Most of the information is legalistic in nature, delineating requirements. There is little mention of survivor hardships and post-sexual assault trauma. N17's SAPR website also does not clearly convey survivor empathy or delineates repercussions for perpetrators. Incorporating excerpts from the Judge Advocate General manual such as likely outcomes

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for those found guilty of sexual assault may provide examples to perpetrators and survivors that clearly illustrate perpetrators are held accountable for their crimes.

The N17 SAPR website also lacks information or guidance for shipmates on providing support to survivors. The U.S. Navy SAPR program is based on passing much of this information in an interactive training environment, with leaders and peers teaching the information, and a network of sexual assault professionals providing reporting options and advocacy avenues. The infrequency in training, however, begs to have this information readily available with ease of access, to include tone.

Although, N17's apparent target audience was senior military leadership, the language used throughout typically adhered, but not all-inclusive, to the Plain Writing Act of 2010 and guidelines. Figure 28 provides some key guidelines extracted from PLAIN's *Federal Plain Language Guidelines* hosts can use as a checklist for testing their respective websites. Although, plain language is crucial for information sharing, a comprehensive list was not included as many of the guidelines overlap the concepts previously covered in UE and UX. The full document is available at http://www.plainlanguage.gov/index.cfm.

- Less is more! Be concise.
- Break documents into separate topics.
- Use even shorter paragraphs than on paper.
- Use short lists and bullets to organize information.
- Use even more lists than on paper.
- Use even more headings with less under each heading.
- Questions often make great headings.
- Present each topic or point separately, and use descriptive section headings.
- Keep the information on each page to no more than two levels.
- Make liberal use of white space so pages are easy to scan.
- Write (especially page titles) using the same words your readers would use when doing a web search for the info.
- Don't assume your readers have knowledge of the subject or have read related pages on your site. Clearly explain things so each page can stand on its own.
- Never use "click here" as a link — link language should describe what your reader will get if they click the link.
- Eliminate unnecessary words.

Figure 28.   Document checklist for plain language on the web screenshot (after PLAIN, http://www.plainlanguage.gov/howto/quickreference/weblist.cfm and http://www.plainlanguage.gov/howto/quickreference/checklist.cfm as appeared May 2014)

c. *Website Information—Commonly Used and Sought-after*

The information contained within a website is of vital importance in order to help all participants in the quest to eliminate sexual assault. The amount of information available among websites dedicated to sexual assault prevention is extensive. Therefore, to address a wide spectrum of issues dealing with sexual assault requires a balance in appropriate content. FAQs, defined terminology, recent news, policy and regulations, testimonials, and survivor and bystander guidance must all be made available to satisfy most of the elements defined in user experience. This list, however, is by no means all-inclusive but are the items selected for this study.

(1) General Audience Information

General audience information entails commonly sought-after information by all target audiences: survivors, bystanders, and administrators. The vast amount of information that pertains to all three audiences requires well-organized and understandable content. There was no single website that modeled an all-inclusive best practice for providing FAQs and terminology. Therefore this study identified elements from some websites that closely represented the ideal balance between organization and content.

UNH is one of the few websites that provided more than one FAQ section, more specifically, UNH offered FAQs for survivors, bystanders, and general users (e.g., prospective students and their families). FAQs, however, were not co-located requiring the user to search or browse within several windows to find the respective information. Figure 29 depicts FAQs for bystanders and Figure 30 does so for survivors and general users.

Figure 29.   UNH screenshot (from http://www.unh.edu/sharpp/faqs as appeared May 2014)

Figure 30.   UNH screenshot (from http://www.unh.edu/sharpp/incoming-students as appeared May 2014)

On the contrary, the Army SHARP website distinctly displayed the FAQ link on the homepage for quick reference and also co-located the FAQ information for multiple audiences but did so with a single-page 24 question list, Figure 31. Although the website offers a "back to top" function, users will have to sift through the entire 24 question list to find the desired information. Ideally, FAQs should be organized into categories based on

targeted audience accessed via drop-down menus. This allows for single-page navigation and will clearly organize information to ensure an appropriate amount of content is displayed for all audience types.
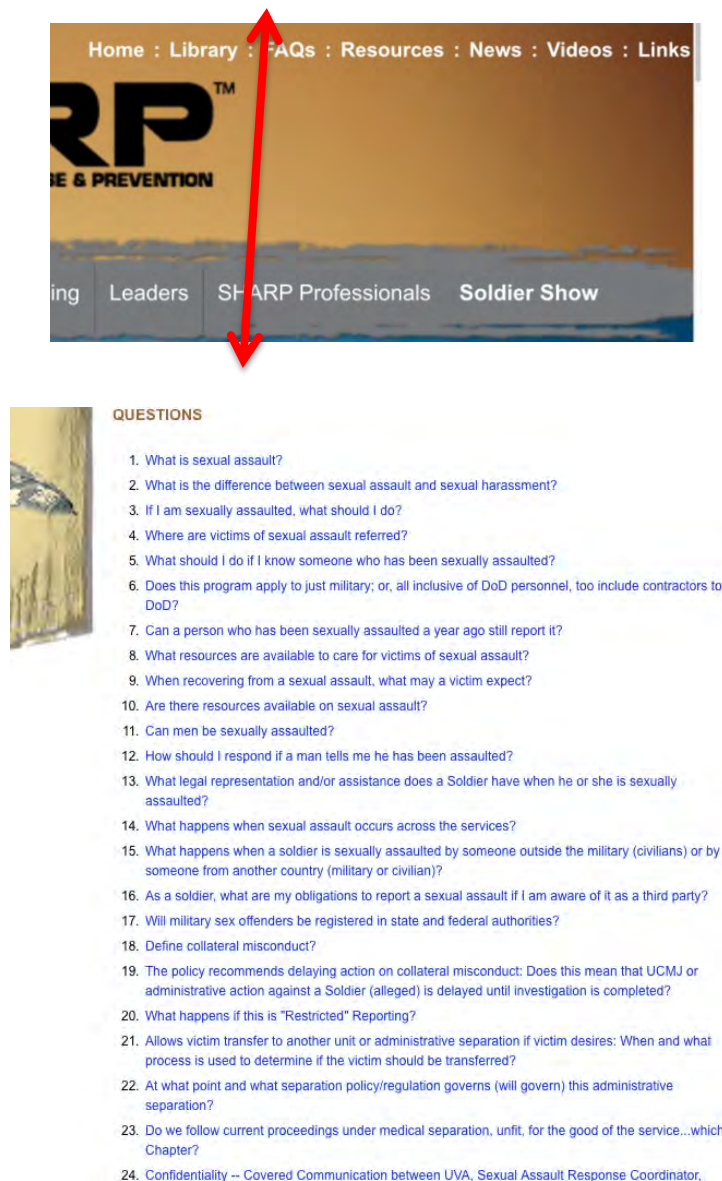
Figure 31.   Army SHARP screenshot (after http://www.sexualassault.army.mil/faqs.cfm as appeared May 2014)

Although sexual assault key terms are typically included in FAQs, a glossary provides a separate centralized location making those terms readily available while users peruse the website. Most websites incorporated widely disseminated terms throughout

and although no single webpage offered an all-inclusive list of key terms, two were identified as capturing most of the predominant definitions. UCSC and USCG provided the best terminology section, collectively defining the following terms: bystander intervention, consent, rape, reporting options, SARC, sexual assault, and sexual harassment.

Several websites offered sexual assault-related recent news and press releases, but the DOD SAPRO website did so in a more organized manner. SAPR news was separated according to the year that it occurred and within those years, news was divided up by its respective months. Figure 32 shows how the information updates are broken down to create an optimal means for users to find pertinent news. The DOD SAPRO website also promulgated well-organized SAPR related policy and regulations. It provided the DOD strategic plan that could help shape how N17 outlines its strategy. The website also provided a SAPR policy toolkit that provide administrators with resourceful information relating to SAPR.
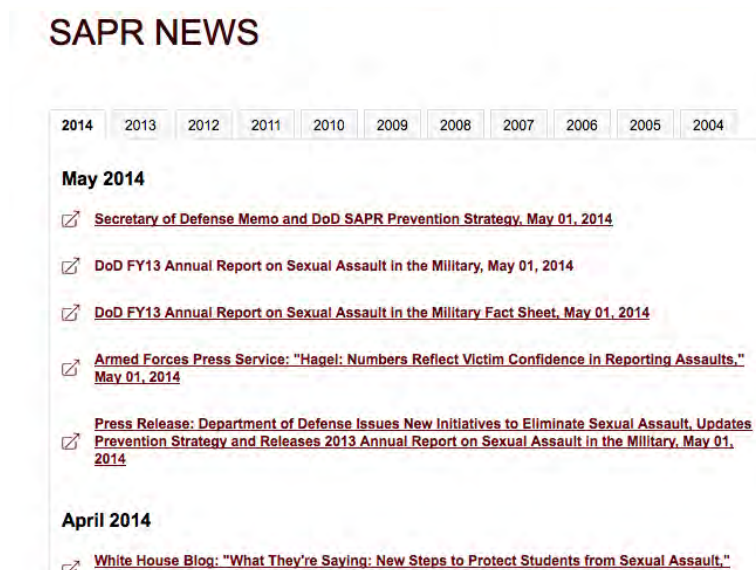
Figure 32.　DOD SAPRO screenshot (from http://www.sapr.mil/index.php/news as appeared May 2014)

To convey the negative effects of sexual assault, SAPR websites can incorporate survivor testimonials. There were only a few websites in this study that provided

testimonials. One good example, shown in Figure 33, was given by the Air Force SAPR website. By giving a brief objective of the video directly below it, the website established a tone that resonated with users prior to watching the video.

Figure 33.   USAF screenshot (from
http://www.sexualassaultpreventionresponse.af.mil/index.asp as appeared
May 2014)

Personal safety tips provide prevention tools that deter acts of sexual assault and as resources for individuals who have already encountered being sexually assaulted. Two websites that did an excellent job of providing prevention tools and post-sexual assault safety tips for survivors respectively were Safe Helpline and MyDuty. The Safe Helpline outlined in Figure 34, identified several tips that an individual can utilize to help lower the chances of encountering situations that lead to sexual assault. The MyDuty website as shown in Figure 35 provided useful information to survivors of sexual assault immediately following such an act.

Risk Reduction and Prevention Safety

Common sense, situational awareness and trusting your instincts will reduce the risk of sexual assault. The tips below may help decrease the potential chance of sexual assault:

- If you consume alcohol, do so in moderation.
- Do not leave your beverage unattended or accept a drink from an open container.
- When you are with someone, communicate clearly to ensure he or she knows your limits and/or expectations from the beginning. Both verbal and nonverbal (body language) communication can be used to ensure the message is understood.
- If you go on a date with someone you do not know very well, tell a close friend what your plans are.
- You have the right to say "No" even if you:
  - First say "Yes," and then change your mind
  - Have had sex with this partner before
  - Have been kissing or "making out"

Figure 34.   Safe Helpline screenshot (from https://www.safehelpline.org/ways-to-reduce-your-risk-of-rape-in-the-military as appeared May 2014)

1 Go to a safe location away from the perpetrator.

2 Preserve all evidence of the assault. Do not bathe, wash your hands or brush your teeth. If you are still where the crime occurred, do not clean, or straighten up, or remove anything from the crime scene.

3 Contact a Sexual Assault Response Coordinator (SARC) or Victim Advocate (VA).

- Local information provided by your Military Service or Hotline Number

- Contact DoD Safe Helpline for live, one-on-one support and information. The service is confidential, anonymous, secure, and available worldwide, 24/7 by click, call or text - providing victims with the help they need anytime, anywhere.

- Contact Military One Source 24/7

  - Stateside: 1-800-342-9647

  - Overseas: 00-800-3429-6477

  - Overseas Collect: 1-484-530-5908

4 Seek medical care as soon as possible. Even if you do not have any visible physical injuries, you may be at risk of becoming pregnant or acquiring a sexually transmitted disease.

- Ask the health care personnel to conduct a sexual assault forensic examination to preserve forensic evidence.

Figure 35.   MyDuty screenshot (from http://www.myduty.mil/index.php/service-member-guidance/i-have-been-assaulted as appeared May 2014)

One distinctive resource was that provided by Lewis and Clark College. The website offered guidance on how to not become a perpetrator. This was the only website in the study to prevent perpetrators from committing the offense. Figure 36 shows the approach taken to by the SAPR program.
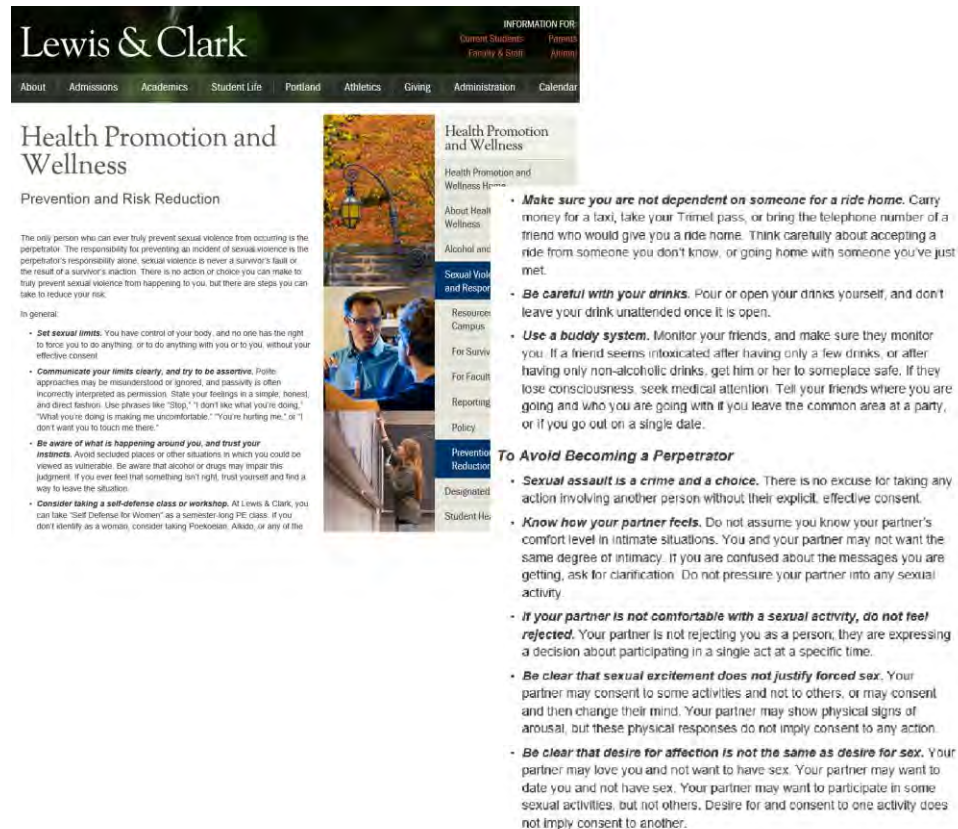
Figure 36.   Lewis and Clark screenshot (from
http://college.lclark.edu/offices/health_promotion_and_wellness/prevention_
and_risk_reduction.php as appeared May 2014)

SAPR websites need to provide bystanders with the tools necessary to intervene before a sexual act and after encountering someone who has been sexually assaulted. Bystanders play an important role in combating sexual assault and there are many different ways to safely get involved on behalf of the survivor. The pre-sexual assault actions taken by bystanders must be carried out methodically. As a result, bystanders must understand how to safely intervene in a manner that does not jeopardize their safety or that of the survivor. The MyDuty website emphasized the active bystander and

included a process to effectively intervene during the onset of a sexual assault situation. Figure 37 outlined the "ABCs" of bystander intervention although the website also introduced several other elements to consider prior to an intervention. Similarly, the UNH website introduced useful intervention tools, however, the website did a particularly good job providing guidance for bystanders during the post-sexual assault phase. Some of these guidelines include: how to help a survivor, knowing when to speak and when to listen to the survivor, ensuring the survivor safety as well as their own and being a trustworthy bystander. The website also provided a unique resource, shown in Figure 38, that provides post-intervention help for the bystander.
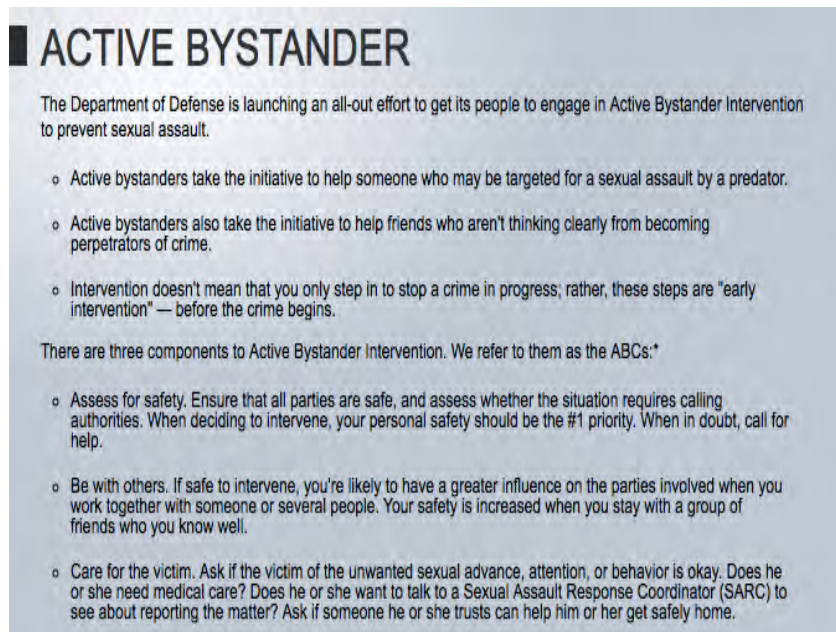
Figure 37.   MyDuty screenshot (from http://www.myduty.mil/index.php/prevention/active-bystander as appeared May 2014)

Get Support for Yourself

Sometimes the family and friends of victims can also feel the impact of the crime, and experience emotional and physical reactions. This is called secondary victimization. Hearing about relationship abuse, sexual assault, and stalking can be upsetting. You may feel angry, sad, frustrated, and helpless. If you have experienced crime or other traumatic events in the past, your friend's experience might bring up memories and feelings of that time. You may want to talk about your feelings but also respect your friend's privacy. You too can contact SHARPP and speak to an advocate confidentially.

Figure 38.   UNH Screenshot (from http://www.unh.edu/sharpp/helping-friend as appeared May 2014)

The N17 SAPR website contains a vast amount of information, but when compared to the best practices defined in the study it is lacking ample and pertinent information. FAQs, defined terminology, recent news, policy and regulations, testimonials, and survivor and bystander guidance must all be made available to satisfy most of the elements defined in user experience. The N17 website provided a FAQ section to address sexual assault however, when the link is actually clicked on it addresses changes in policy for Navy chaplains. Also, on many of the attempts to search for information, the user eventually ended up navigating to outside websites or was unable to find the information being sought because it was embedded under headings that did not intuitively guide users to click on the topic. In either case, the information being searched for could not be found inside the website.

The content of a sexual assault website must be broken down according to the user audience in order to substantiate UX characteristics. An excellent example of design for meeting the needs of multiple audiences is the U.S. Army's SHARP website in which content was broken down categorically for defined audiences. The SHARP website provided resources for victims, bystanders, and leadership, and not only military members, but civilian members as well (Figure 39).
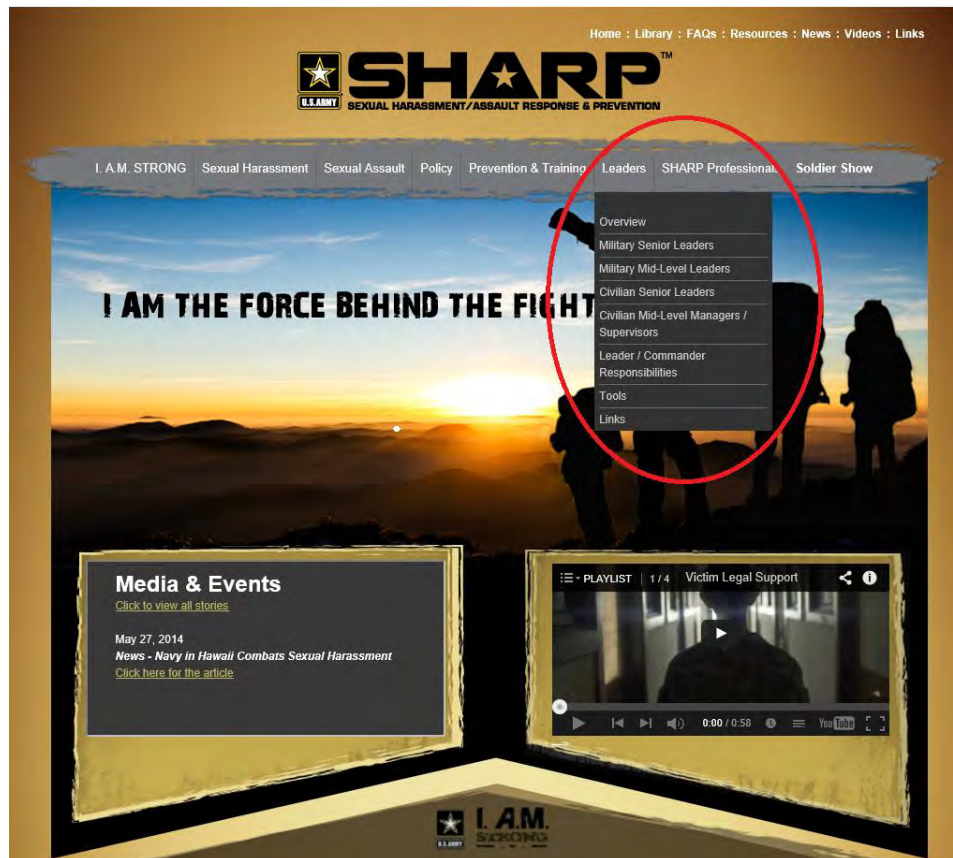
Figure 39.   Army SHARP Leaders Menu Option screenshot (from
http://www.sexualassault.army.mil/Template-
leaders.cfm?page=leaders_overview.cfm as appeared May 2014)

Information tailored for a particular audience results in a more useful product that is easier to navigate and find relevant information. The Navy N17 SAPR website does not delineate between audiences (with the exception of SAPR training), from senior leaders to junior sailors. Also, the information and resources hyperlinked within the Navy SAPR website had no distinction between audiences.

(2)   Safety Tips

In an effort to be all encompassing, the UNH SHARPP website is also an excellent example of a website containing safety tips in case a person becomes a victim of sexual assault. The MyDuty, Safe Helpline, and the UNH SHARPP websites, when collectively, provide primary and secondary prevention strategies (Figures 40, 41, 42).
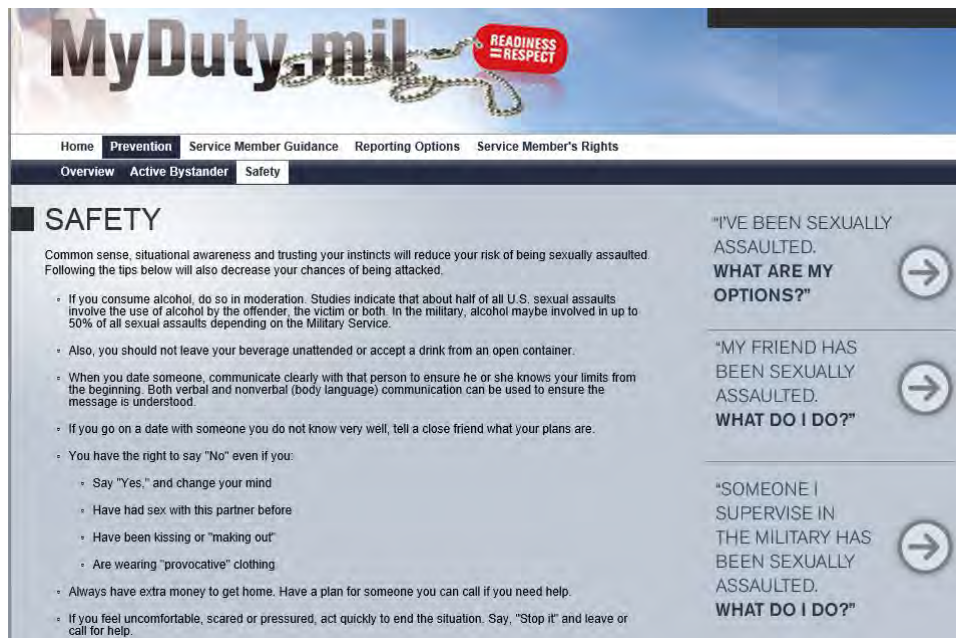
Figure 40.   MyDuty Primary Prevention Safety Tips screenshot (from http://www.myduty.mil/index.php/prevention/safety as appeared May 2014)

Figure 41.   Safe Helpline Primary Prevention Active Bystander screenshot (from https://www.safehelpline.org/ways-to-reduce-your-risk-of-rape-in-the-military as appeared May 2014)

What to do if you have been sexually assaulted:

Steps to take:

- Go to a safe place.

- If you want to report the crime, **notify the police immediately.** Reporting the crime can help you regain a sense of personal power and control and can also help to ensure the safety of other potential victims.

- **Call** a friend, a family member, or someone else you trust and ask her or him to stay with you.

- **Preserve all physical evidence of the assault.** Do not shower, bathe, douche, or brush your teeth. Save all of the clothing you were wearing at the time of the assault. Place each item of clothing in a separate paper bag. Do not use plastic bags. Do not disturb anything in the area where the assault occurred.

- **Go to a hospital emergency department** or a specialized forensic clinic that provides medical care for sexual assault victims. Even if you think that you do not have any physical injuries, you should still have a medical examination and discuss with a health care provider the risk of exposure to sexually transmitted diseases and the possibility of pregnancy resulting from the sexual assault.

- If you suspect that **you may have been given a rape drug,** ask the hospital or clinic where you receive medical care to take a urine sample. Rape drugs, such as Rohypnol and GHB, are more likely to be detected in urine than in blood.

- Write down as much as you can remember about the circumstances of the assault, including a description of the assailant.

- Talk with a confidential **SHARPP** advocate who is trained to assist rape victims about the emotional and physical impacts of the assault. **SHARPP** advocates are available 24-hours a day, 365 days a year. You can call our **24-hour support line at (603) 862-7233 (SAFE),** or visit us, Monday-Friday, 8-4:30pm in Wolff House (In Front of Health Services).

- If you want information about legal issues, medical care, or other concerns related to the assault, **SHARPP** can assist you.

- **SHARPP** can assist internally at UNH with advocating on the survivor's behalf around classes and within other offices at the University.

Figure 42.   UNH SHARPP Secondary Prevention Victim screenshot (from http://www.unh.edu/sharpp/sexual-assault as appeared May 2014)

The U.S. Navy N17 SAPR website does not address safety tips. It does, however, provide links to MyDuty and Safe Helpline, both of which contain a variety of safety tips from reducing the chances of being a victim to active bystander tips for preventing sexual assault.

4.   Visual Design

The visual design of websites can grab the initial attention of users. The balanced use of webpage white space, graphics and multimedia content were inclusive topics for visual design within the metric. Websites with white space provided the user with ease of reading and scanning. The University of New Hampshire was effective with the amount of whitespace used and with its use of appropriate/applicable graphics. The website used bold letters to differentiate between topics, short bulleted lists, and plenty of white space around each graphic, which makes the information look easy to read (Figure 43).
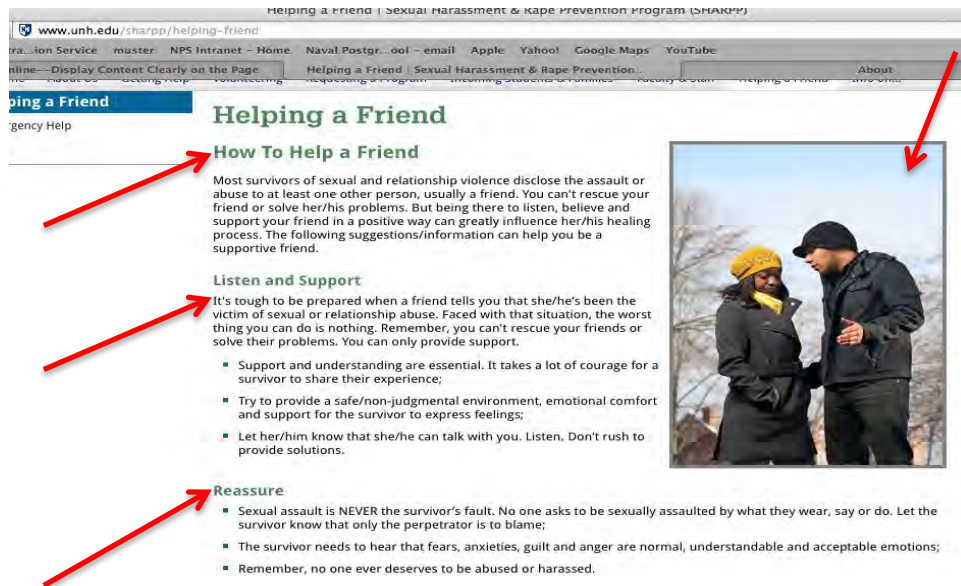
Figure 43.   University of New Hampshire screenshot (from
http://www.unh.edu/sharpp/helping-friend as appeared June 2014)

Also, when websites provided multimedia content, there were two means of presenting the material. One way was by embedding the multimedia content within the text. When presenting this type of content, the webpage must ensure that the video, recording, etc. is prefaced with some background information. Figures 44 and 45, are two embedded multimedia examples from the National Sexual Violence Resource Center (NSVRC) website: one that provides no background information before presenting (which could lead to confusion/misunderstanding/loss of interest by the user) the content and one that provides the user insight into what is within the multimedia content.
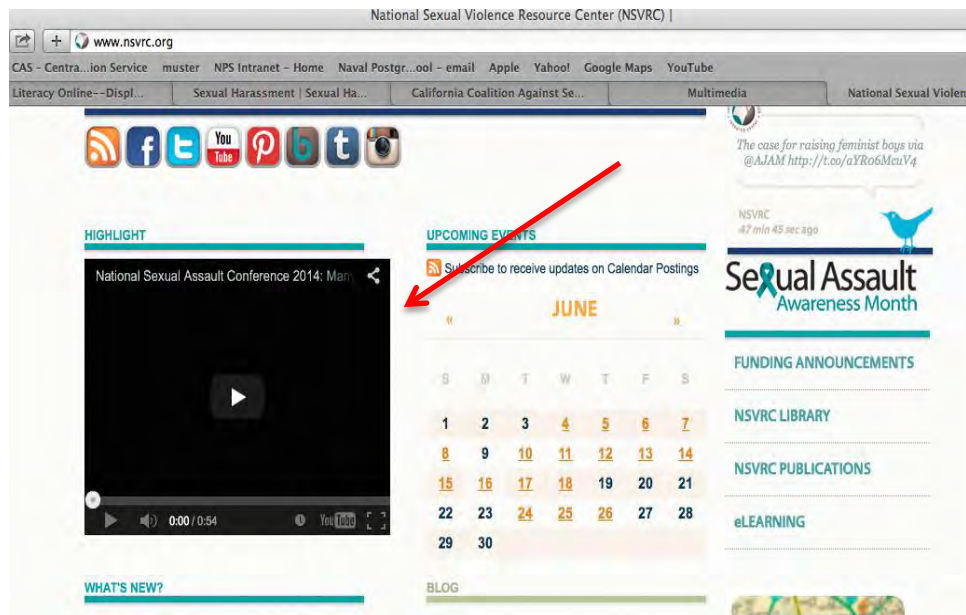
Figure 44.   NSVRC poor multimedia example (from http://www.nsvrc.org as appeared June 2014)

Figure 45.   NSVRC good multimedia example (from http://www.nsvrc.org as appeared June 2014)

The next way is by providing a header that contains almost all the multimedia content that pertains to the website. For example, the DOD SAPR website created a

header for videos, blogs, etc. that was entitled "multimedia." The website also differentiated between which of the three types of multimedia will provide the user guidance that results in quickly finding sought-after information. In turn, this made it easy for the user to go directly to that type of information and allotted the website flexibility by providing more available space for non-multimedia content in other webpages. The DOD header is depicted in Figure 46:

Figure 46.   Department of Defense screenshot (from http://www.sapr.mil/index.php/multimedia as appeared June 2014)

The N17 website lacks effective use of white space as most of its pages have limited bullets and require scrolling down the page to get through the entire webpage. Figures 47 and 48 are two examples that depict the structure or layout of the majority of the website:

Figure 47.   N17 SAPR screenshot (from http://www.public.navy.mil/BUPERS-NPC/SUPPORT/21ST_CENTURY_SAILOR/SAPR/Pages/default2.aspx as appeared June 2014)

Figure 48.   N17 SAPR screenshot (from http://www.public.navy.mil/BUPERS-NPC/SUPPORT/21ST_CENTURY_SAILOR/SAPR/Pages/Resources.aspx as appeared June 2014)

Also, the N17 website used no graphics throughout the entire website and had very limited multimedia content; all of which redirects the user to another website. The videos that are offered provided poor user experience (UX) as they were embedded in lists and would be better found if the video was a part of the website just as seen in Figure 45. Figure 49 depicts how videos are displayed within the N17 website:
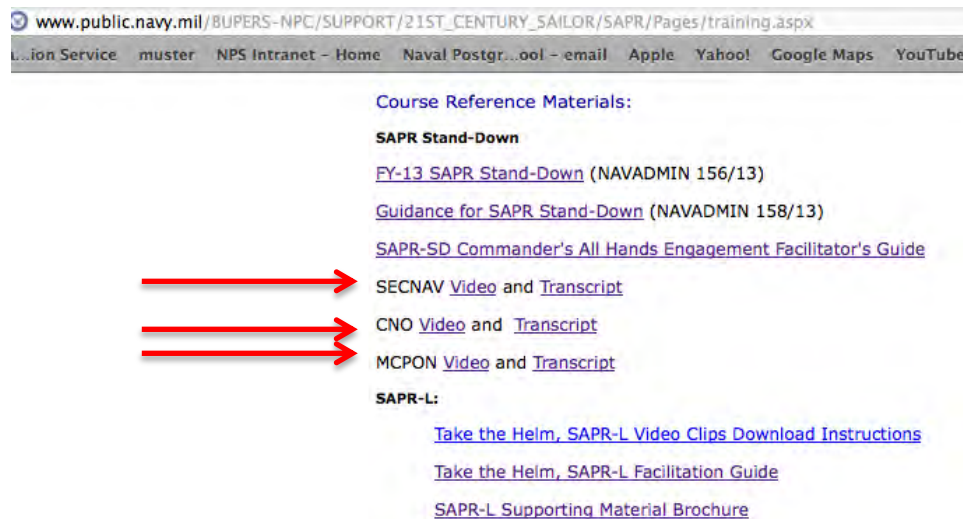
Figure 49.   N17 SAPR screenshot (from http://www.public.navy.mil/BUPERS-NPC/SUPPORT/21ST_CENTURY_SAILOR/SAPR/Pages/training.aspx as appeared June 2014)

5.   Interactivity

Interactivity involves providing a means for users to gain immediate access to confidential representation and also gives a user the opportunity to provide feedback about the website and its features. The Safe Helpline website provides users with multiple methods of interaction with representation to help with any issues (Figure 50).
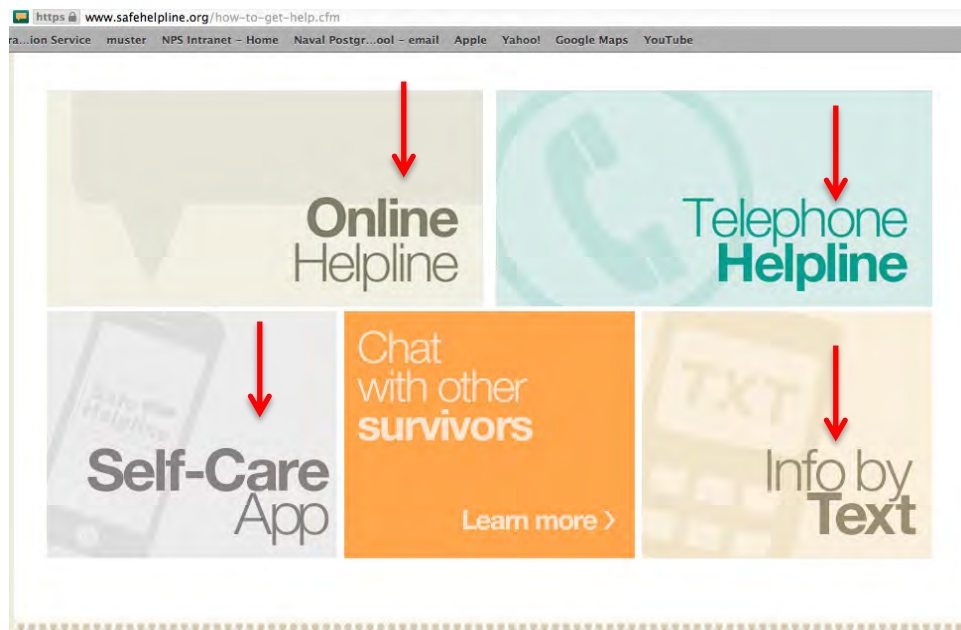
Figure 50.   Safe Help screenshot (from https://www.safehelpline.org/how-to-get-help.cfm as appeared June 2014)

Also, the Safe Helpline and University of California (UC) Santa Cruz websites both provide a user-friendly feedback option. Safe Helpline (Figure 51) provides a military service member a specific feedback form while UC Santa Cruz (Figure 52) provides a universal user feedback format. Both of these options could be tools for enhancing their website, so much so that it becomes better at meeting the needs of its users.

Figure 51.   Safe Help screenshot (from https://www.safehelpline.org/anonymous-feedback.cfm as appeared June 2014)

Figure 52.   UC Santa Cruz screenshot (from http://healthcenter.ucsc.edu/feedback.php as appeared June 2014)

The option to get quick online representation is available on the N17 website. The user, however, is redirected to another website when clicking on the "find help wherever

you are" or "Safe Helpline" seen in Figure 47. This requires the user to open multiple tabs and could become an issue if the sexual assault survivor is in a hostile environment that requires immediate closure of the "get help" website. The N17 SAPR website does provide the user with the ability to leave feedback. However, it only pertains to the user experience about the contents of the website. Figure 53 shows the N17 website feedback option.

Figure 53.   N17 SAPR screenshot (from http://www.public.navy.mil/BUPERS-NPC/SUPPORT/21ST_CENTURY_SAILOR/SAPR/Pages/default2.aspx as appeared June 2014)

6.   Website Credibility

Users gain trust by obtaining background information regarding an organization of interest. In regards to the study, an "About Us" or equivalent tab with relevant information about the organizations sexual assault program provides users with confidence about issues pertaining to sexual assault. The Army website provided all relevant information about its SAPR program with its "I Am Strong" slogan. Its topics included: what it is, the mission, how it affects the user, and ways to combat sexual assault (Figure 54).
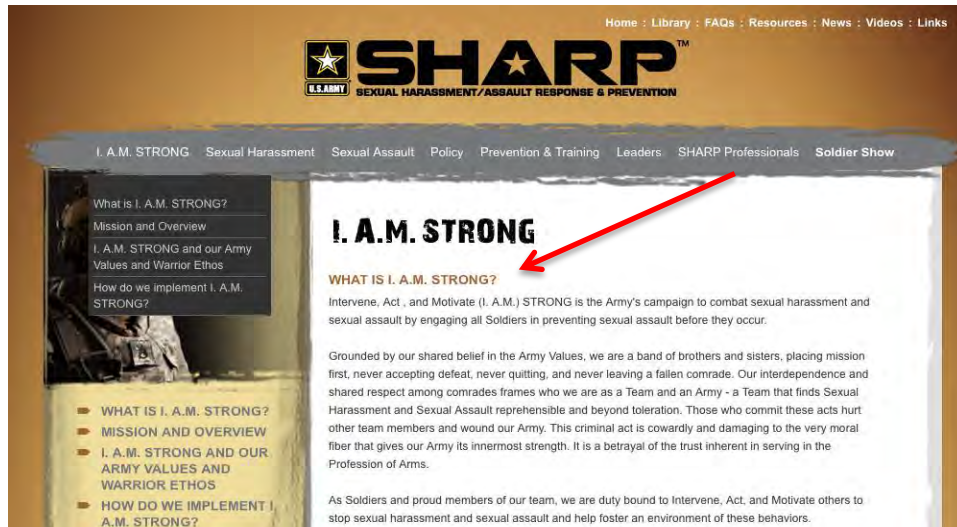
Figure 54.   U.S. Army screenshot (from http://www.sexualassault.army.mil/Template-IamStrong.cfm?page=what-is.cfm as appeared June 2014)

It is also important for an organization to note the latest update of the website within the webpage. The only website that had this feature was the U.S. Coast Guard website. The specific information was at the bottom of the page near the copyright. See Figure 55 for amplification.
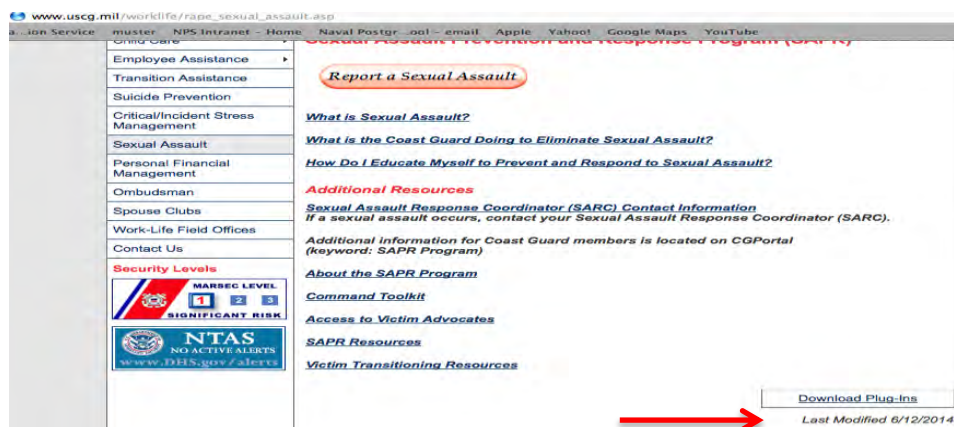
Figure 55.   U.S Coast Guard screenshot (from http://www.uscg.mil/worklife/rape_sexual_assault.asp as appeared June 2014)

The N17 SAPR website provides information to the user pertaining to its mission and vision, as well as last update, directly on the homepage. These features increase the

confidence of the user as they understand the objective of the website and the relevance (time-wise) of the information. Also noteworthy was that N17 provided a last update on every page within the SAPR webpages.

B.   THEMES OBSERVATION

Primary prevention involves all three target audiences preventing the occurrence of sexual assault via the help of educational tools given in a particular website. Table 2 gives the primary prevention themes with the inclusion of whether N17 shared the common theme:

Themes	U.S. Navy (N17)
General	
Audience—Administrative or leadership	Y
Audience—Survivor	Y
Audience—Bystander	Y
Primary Prevention—Education	
Definition of misconduct	Y
Definition of consent	Y
Common SA circumstances/Safety Tips	N
Common SA myths	Y
Primary Prevention—Policy	
Rules and regulations for offenders	N
Prevention (i.e., training/indoc) strategies	Y
* Yes (Y) or No (N): N17 website did or did not have specified Theme	

Table 2.   N17 commonality of primary sexual assault prevention themes

Next are the secondary prevention themes that provide useful tools to the survivor, bystander, and leadership immediately following the occurrence of a sexual assault? Table 3 shows N17's SAPR websites' commonality with promising practices websites.

Themes	U.S. Navy (N17)
Secondary Prevention—Education	
Safety tips (bystander)	N
Bystander coping	N
Leadership-survivor support	Y
Safety tips (leadership/administrative	Y
Safety tips (survivor)	N
Recognition of post-SA trauma	N
Secondary Prevention—Policy	
I've been sexually assaulted steps	N
Reporting options	Y
Secondary Prevention—Services	
Medical/specialist contact info provided	N
Other support services (SARC/Counselor)	N
Safe Helpline	Y
* Yes (Y) or No (N): N17 website did or did not have specified theme	

Table 3.   N17 commonality of secondary sexual assault prevention themes

Tertiary prevention themes take into account the long-term effects of sexual assault and provide assistance tools and information such as education and services for the survivor. The miscellaneous themes were group specific choices as they were seen in several websites and noted as important by all three coders. The list includes information or tools that provide more protection for the survivor, target specific audiences that are often overlooked and testimonial from the perspective of the survivor and the perpetrator. Table 4 provides an N17 comparison.

Themes	U.S. Navy (N17)
Tertiary Prevention—Education	
Long-term survivor coping information	N
Tertiary Prevention—Services	
Long-Term survivor care and services	N
Miscellaneous	
Escape or exit quick link	N
Correct website found on first try	Y
Statistics or general info:	
Male-Male SA	Y
Female-Female SA	Y
Male-Female SA	Y
Sibling or dependents SA	N
SAAM advertised or archived	Y
Survivor testimonials	N
Perpetrator testimonials	N
Recent news/latest press releases	N
* Yes (Y) or No (N): N17 website did or did not have specified Theme	

Table 4.   N17 commonality of tertiary sexual assault prevention themes

C.   SUMMARY

This chapter discussed the six categories used in the metric, depicted some best practices taken from the 16 selected websites, and provided a comparison of those best practices to the N17 website. These best practice examples will provide N17 with some of the tools necessary to enhance the overall quality of the website. Additionally, several themes established via the methodology in Chapter IV were outlined in Table 4 above and compared to the N17 website. Notably, the amount of information, resources and tools provided by N17 decreased through each of the four levels of sexual assault themes. Although N17 had several of the themes, the quality of presentation as seen in the Figures above, was often inferior to that of the best practice websites.

VI.   SUMMARY, CONCLUSIONS, RECOMMENDATIONS

This chapter provides a brief summary on the problematic issue of sexual assault in colleges and universities as well as the Department of Defense. It further explores the use of websites as an aid in combating sexual assault through education and services. It contains a brief description of the analysis conducted in order to discover best practices and provide recommendations to the Navy's 21st Century Sailor (N17) office for improvements on the SAPR program, specifically the N17 SAPR website. Also, the resultant data may provide new avenues of research to continue improving the Navy's N17 SAPR website.

A.   SUMMARY

Sexual assault is a serious problem in our nation. The White House has focused its attention to stem this epidemic on college and university campuses, as well as in the military. Specifically, the military is to be held more accountable ensuring future reductions in sexual assault cases within its ranks. To meet these demands, it has recently taken steps in raising awareness, having better education and training, improving victim advocacy resources/medical services, and improving the military criminal justice system in the handling of sexual assault cases. A concerted effort is being taken by military leaders to combat this national epidemic in the military ranks. The U.S. Navy is currently restructuring its sexual assault prevention and response (SAPR) training efforts and continually taking steps to improve its SAPR program and thus limit, if not end sexual assault in the Navy.

Keeping in line with the Navy's efforts, this thesis was undertaken to provide recommendations to the U.S. Navy's 21st Century Sailor (N17) SAPR Office for improving its website. As websites become an increasingly important means of disseminating information, providing an informative and useful SAPR website would be of great interest and add value to the U.S. Navy's 21st Century Sailor SAPR program. This thesis focused on the analysis of promising practices and DOD websites dedicated to the prevention of sexual assault and providing victim advocacy resources in response to

sexual assault. This thesis analyzed 16 SAPR websites chosen from three distinct sources: universities, non-profit organizations, and the Department of Defense. A 38-item website analysis metric was devised using promising practices criteria, user experience factors, usability evaluation characteristics, and facets of information architecture. The metric focused on six distinct categories for analysis: access, navigation, content, visuals, interaction, and credibility. The metric aided identification of the best practices across all 16 websites. Inter-rater reliability was assessed and monitored to refine and eliminate potential ambiguity in the metric. The quantitative metric results were weighted to provide an overall ranking that represented best practices for sexual assault prevention websites. The qualitative results provided a thematic analysis of the best practices. These results provide the U.S. Navy's 21st Century Sailor (N17) SAPR office with recommendations and guidance that will improve the access, use, content, and experience of its SAPR website.

B.   CONCLUSION

Although the attempts at providing resources in combating sexual assault are commendable, when compared to best practices of promising practices websites, the U.S. Navy's (N17) SAPR website lacked many characteristics that would make it an effective website and those it possessed were limited in their user-specific relevance and scope of information. No single website in this study was an exemplary model for all the categories analyzed; therefore, by taking the strengths outlined from each category, N17 has the necessary tools to develop a user-centric website. Characteristics concluded as best practices are listed by category below as well as the strengths and weaknesses of the N17 SAPR website.

Access: All best practice websites and most DOD websites were easy to find via the Google search and had quick download times. A search for the 21st Century Sailor (N17) SAPR website, however, yielded multiple search results that included various and often irrelevant websites. This could result in confusion for users trying to find the N17 website. Once a user finds and clicks on the correct link, the user is directed to the Naval Personnel Command. This adds to the potential confusion, as it requires additional click-

through to ensure access to the correct SAPR site. With regard to download time, the N17 SAPR website, consistent with the best practice websites, had almost immediate download time with no errors incurred.

Navigation: The best practice websites were simple to navigate. They included in-site searches that were easy to find, the searches were internal to the website (e.g., not a broad internet search), and all search results were accurate. Also they provided single-page navigation such that a user can navigate anywhere in the site via any webpage without having to open a new tab. Best practice websites included links that were operable (e.g., no error message, links worked when clicked on) throughout the website. In contrast, the N17 SAPR website offered no in-site search thereby making it difficult for users to find and access information quickly within the website. The N17 SAPR website also did not offer single-page navigation. Upon selecting any particular link, a new tab or PDF file was opened. This can make it difficult for users to navigate through the various topics on the website. Last, multiple hyperlinks provided by the N17 SAPR website were inoperable and consequently users do not have access to the information they are seeking and need at that moment. This could dissuade the user from returning to the website.

Content: Best practice websites utilized the tenets of user experience and usability evaluation to provide their content. Several key techniques were identified in the best practice websites: information chunking provided visual and textual information that is easy to use and understanding, use of an anti-sexual assault tone and plain language to convey relevant information to all users, and providing a variety of content such as FAQs, recent news, policy and safety tips that meets the needs of users seeking both general and specific information. The N17 SAPR website did use some forms of information chunking such as changes in text coloring and font sizes between topic heading and sub-topics. The majority of information within the website however, was found via hyperlinks that required downloading and NAVADMINS written in standard Navy teletype. This makes the content difficult to access and understand. Next, although the N17 SAPR website's use of anti-sexual assault tone emphasizes the elimination and intolerance of sexual assault in the Navy, this tone is directed predominately toward

senior leadership via memorandums, policy, and NAVADMIN's and is not apparent in other areas of the site. Additionally, the actual information on the website focuses almost exclusively on training tools and makes very little reference to anti-sexual assault tone that will help survivors and possibly deter perpetrators. Lastly, the N17 SAPR website provides FAQs, but they only address the questions that a user might have when utilizing a Navy Chaplain. Therefore, users that turn to FAQ for a quick reference will not find prevention information, information about seeking help, or any other commonly sought topics related to sexual assault. Additionally, policy, recent new, key terms, survivor testimonials and sexual assault guidance, was absent from the website.

Visuals: Best practice websites had highly visual designs with a balanced use of white space for ease of reading, relevant graphics and descriptions of multimedia that provided insight to users of the websites content. The N17 website lacked white space with its limited use of bullets and long lists of links on each webpage. Additionally, the website had no graphics and the multimedia, in the form of videos, would likely provide a poor user experience as the videos were difficult to find because they were embedded in lists that required deliberate searching by the user.

Interaction: Best practice websites exhibited interactivity by providing users with immediate confidential representation and allowing users the ability to give feedback about the features of the website. The N17 SAPR website did provide the option for quick online representation by being re-directed to the Safe Helpline; however, it requires the user to go through multiple tabs to get the help they need. Consistent with best practice websites, the N17 SAPR website provides a feedback option where users can comment on the content of information provided within the website.

Credibility: Best practice websites provided background information about their particular SAPR program, many via an "About Us" tab. Also, notable was the U.S. Coast Guard SAPR website providing note of its last update. Although, the N17 SAPR website did not have an "About Us" tab, it did provide program information via its mission and vision statements. Additionally, consistent with the Coast Guard website, it also provided its last update on every page within the website.

C.   RECOMMENDATIONS

- **Access:** Provide a header with 21st Century Sailor SAPR on the Naval Personnel Command website so that users are certain that they have found the correct site.

- **Navigation**: Provide an efficient in-site search function for users to quickly find credible information. The search should be internal to the site and available on every page of the site.

- Utilize single-page navigation throughout the website so that users can navigate anywhere within the site from any of its pages. This will eliminate users having to use the "go back" tool or open several tabs as they navigate the website. Adding a drop down menu or table of contents will allow users to see the available options between core topics and provide space for text, and will provide a placeholder for such things as NAVADMINS, policies, and training documents that make up the majority of the Navy N17 SAPR website.

- Provide operable links (e.g., no errors, all links work when clicked on) that delineate between the information needs of administrators (leaders, supervisors, etc.), survivors, and bystanders. This will allow those audiences to quickly find relevant information.

- **Content:** Organize related information together to allow users to quickly browse or find information. Tools that will help organize information are use of bullets, bold-faced items, font size and white space. Additionally, the dissemination of information should use plain language so that users understand the information presented.

- Convey an anti-sexual assault tone instead of the legalistic and neutral tone seen on the N17 SAPR website. This can be depicted in the form of survivor support, promoting bystander intervention and discouraging acts of sexual assault.

- Provide a more thorough FAQ and define terminology to provide the user with quick reference to commonly needed information.

- Provide survivor testimonials and safety tips for survivors and bystanders on the website to help those affected by acts of sexual violence. Additionally, perpetrator testimonials about the consequences of engaging in sexual assault might deter those who might consider committing such a crime.

- **Visual design:** Provide a balanced use of graphics and multimedia on the N17 website as there were no graphics and very few forms of multimedia. When presenting multimedia, utilize a header that contains all multimedia content in the website. Additionally, provide background information so that the user understands what is within the video, recording, etc.

- **Interactivity:** The N17 SAPR website should isolate the "Get Help" representation so that there is no need to browse through other topics to get to the link.

- **Additional Recommendations:** With the developed metric, build a beta website and conduct a one year scenario-based study of sailors at all levels that determine survivor specific needs and training resource requirements for entire chain of command.

- During the beta website and after the actual website completion, utilize web analytics to determine user-specific desires and needs for the sexual assault website.

- Poll Commanding Officers and Sexual Assault and response coordinators with prior experience handling sexual assault cases—determining what resources, information, etc. was required to train, respond and shape a command climate conducive to no fear of reporting sexual assault. Then incorporate this information into the website.

- Ensure that the seven factors from the User Experience Honeycomb are emphasized while building the website. Asking is the website: useful, desirable, findable, accessible, valuable, usable, and credible?

For future study, use a metric that relies predominantly on dichotomous items or apply more specific operational definitions for each score on Likert-type scales in order to reduce coder error. Additionally, this will provide a clearer analysis for ranking as each website will have or not have the prescribed tools in the metric.

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APPENDIX A. WEBSITE ANALYSIS METRIC

A.   ACCESS AND NAVIGATION

Category		Description	Rating				Rating Metric
Access	**A1**	Locating site through Google © via searching for "name of organization" + "Sexual Assault Prevention" Correct weblink is found:	0	1	2	3	0 = Not on search engine's first or second page 1 = Not on first page but is on second page 2 = On first page but in bottom half of results 3 = On first page and in top half of results
	A2	What is the download time from clicking on weblink to fully opening and downloading website? (Broadband Internet connection used)	0	1	2	3	0 = >15 sec 1 = 10–15 sec 2 = 5–10 sec 3 = <5 sec
Navigation	**N1**	Does the website offer an in-site *internal* search? **If No, skip N1a and N1b**	0	N/A		3	0 = No 3 = Yes
	N1a	Use in-site *internal* search to find information on "*sexual assault statistics* ," "*sexual harassment,* " and "*date rape* ." The in-site search yields:	0	1	2	3	0 = No appropriate results found 1 = 1/3 yield appropriate results 2 = 2/3 yield appropriate results 3 = 3/3 yield appropriate results
	N1b	Is the in-site *internal* search located at the top?	0	N/A		3	0 = No 3 = Yes
	N2	Does website design offer access to all in-site links regardless of which webpage user is on? (single-page navigation) **If No, then answer N2a, If Yes, skip N2a**	0	N/A		3	0 = No 3 = Yes
	N2a	Website does not offer single-page navigation but is still easy to navigate.	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	N3	In-site link titles reflect content of respective webpage.	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	N4	All in-site webpage links are operable. (no error codes or maintenance messages)	0	N/A		3	0 = No 3 = Yes
	N5	The layout within webpages allows the user to quickly find information <u>without</u> having to view entire webpage. (Table of contents, contract sentence, quick hyperlink to jump straight to topic, overview with sub-links, etc.)	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	N6	Webpage link provided for Administrative (leadership/faculty) users.	0	N/A		3	0 = No 3 = Yes
	N7	Webpage link provided for Sexual Assault Survivors.	0	N/A		3	0 = No 3 = Yes
	N8	Webpage link provided for Bystanders.	0	N/A		3	0 = No 3 = Yes

B. CONTENT

Category		Description	Rating				Rating Metric
Content	C1	The website's organization of content makes good use of bullets, information chunking, and bold-faced key items.	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	C2	The website portrays an anti-sexual assault tone.	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	C3	The website uses plain language. (Clear, short (15-20 word average), concise sentences, active voice, use of 'you' and other pronouns, common everyday language-except for necessary technical terms)	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	C4	Does the website provide Frequently Asked Questions (FAQs)? **If No, then skip C4a and C4b**	0	N/A		3	0 = No 3 = Yes
	C4a	FAQ topics are relevant.	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	C4b	FAQ content is easy to understand.	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	C5	The website provides *internal* recent news/latest press release articles pertaining to sexual assault. (Excludes hyperlinks to outside resources)	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	C6	The website provides *external* recent news/latest press release articles pertaining to sexual assault. (This includes hyperlinks to other host websites resources)	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	C7	The website provides law, regulations, and/or policy documents, either *internal* or direct links to *external* resources (documents and other websites included but must forward user directly to document).	0	N/A		3	0 = No 3 = Yes
	C8	The website provides Survivor testimonials. (Contextual or multimedia)	0	N/A		3	0 = No 3 = Yes
	C9	Get help contact information, is written in content, duplicated within multiple webpages (e.g., phone numbers, who to contact for help). (This does NOT include advertisements or links to external resources, unless explicitly explained in content).	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	C10	Definitions of key terms are readily available via hyperlinks, glossary index, mouse hover.	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	C11	The website provides personal safety tips for sexual assault *survivors*.	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	C12	The website provides personal safety tips for sexual assault *prevention*.	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	C13	The website provides bystander intervention tips for intervening *pre-sexual assault*.	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	C14	The website provides bystander intervention tips for intervening *post-sexual assault*.	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree

C. VISUALS, INTERACTION, AND CREDIBILITY

Category		Description	Rating				Rating Metric
Visuals	**V1**	The website has a balanced use of white/negative space. (Not overexaggerated or underexaggerated)	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	V2	The website's use of white space adds to the ease of reading and/or scanning for information.	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	V3	The website has a balanced use of graphics. **If N/A, rate 0 and skip V3a**	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	V3a	The website graphics are appropriate.	0	1	2	3	0 = Strongly Disagree 1 = Disagree 2 = Agree 3 = Strongly Agree
	V4	The website provides other forms of multimedia such as podcast, audio, or video. (Not including graphics)	0	1	2	3	0 = None listed 1 = 1 multimedia content 2 = 2 multimedia content 3 = More than 3 multimedia content
Interaction	**I1**	The website offers an *internal* 'feedback' or 'contact us' option to users.	0	N/A		3	0 = No 3 = Yes
	I2	The website provides users access to an *internal/external* online representative chat or texting.	0	N/A		3	0 = No 3 = Yes
Credibility	**CI1**	The website's 'last updated' date is: (Not to be confused with copyright date)	0	1	2	3	0 = Not listed 1 = >2 months 2 = 1–2 months 3 = <1 month
	CI2	The website provides an *internal* 'About Us' or 'Who we are' link (or equivalent), specifically for the Sexual Assault Progam.	0	N/A		3	0 = No 3 = Yes

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APPENDIX B. COMPREHENSIVE CODER METRIC RESULTS

| Category | Non-Profit | | | | Non-Profit DOD-Sponsored | | | | | |
| | California Coalition Against Sexual Assault Sacramento | | National Sexual Violence Resource Center | | My Duty | | | Safe Helpline | | |
	C-TWO	C-THREE	C-ONE	C-THREE	C-ONE	C-TWO	C-THREE	C-ONE	C-TWO	C-THREE
A1	3	3	3	3	3	3	3	3	3	3
A2	3	3	3	3	3	3	3	3	3	3
N1*	1	1	2.333	3	0	0	0	1	1	1
N1	3	3	3	3	0	0	0	3	3	3
N1a	0	0	1	3	N/A	N/A	N/A	0	0	0
N1b	0	0	3	3	N/A	N/A	N/A	0	0	0
N2*	3	3	1.5	1.5	3	3	3	3	3	3
N2	3	3	0	0	3	3	3	3	3	3
N2a	N/A	N/A	3	3	N/A	N/A	N/A	N/A	N/A	N/A
N3	3	3	3	3	3	3	3	2	2	3
N4	3	3	3	3	3	3	3	3	3	3
N5	3	3	3	3	3	3	3	2	2	2
N6	0	0	0	0	3	3	0	0	0	0
N7	0	0	3	3	3	3	3	3	3	3
N8	0	0	3	0	3	3	3	3	3	3
C1	3	3	3	3	3	3	3	2	2	3
C2	3	3	1	3	0	3	3	1	1	3
C3	3	3	3	3	2	3	3	3	3	3
C4*	0	0	2.667	3	0	0	0	3	3	3
C4	0	0	3	3	0	0	0	3	3	3
C4a	N/A	N/A	2	3	N/A	N/A	N/A	3	3	3
C4b	N/A	N/A	3	3	N/A	N/A	N/A	3	3	3
C5	2	2	3	3	0	0	0	0	0	0
C6	3	2	0	3	2	2	1	0	0	0
C7	3	3	3	3	3	3	3	0	0	0
C8	0	0	0	0	3	3	0	0	0	0
C9	3	0	2	3	0	3	3	3	3	3
C10	0	0	0	0	1	3	2	2	2	3
C11	0	0	0	0	2	3	3	3	3	3
C12	0	0	0	0	3	3	3	3	3	3
C13	0	0	0	0	3	3	3	3	3	3
C14	0	0	0	0	3	3	3	3	3	3
V1	3	3	3	3	3	2	2	3	3	3
V2	3	3	3	3	3	2	2	3	2	3
V3*	2.5	3	2.5	3	2	2	2.5	0	0	0
V3	2	3	2	3	1	2	2	0	0	**0**
V3a	3	3	3	3	3	2	3	N/A	N/A	N/A
V4	3	2	3	3	2	3	2	2	2	2
I1	3	3	3	3	0	0	3	3	3	3
I2	3	3	3	3	0	3	3	3	3	3
CI1	0	0	3	0	0	0	0	0	0	0
CI2	3	3	3	3	0	0	3	3	3	3
Total Questions	32	32	32	32	32	32	32	32	32	32
Points Possible	192		192		288			288		
Points Awarded	114.5		133.5		202.5			202		
Unweighted %	0.596354167		0.6953125		0.703125			0.701388889		
Weighted Points Possible	54		54		77.0625			77.0625		
Weighted Points Awarded	26.9375		32.0625		57.5			54.5625		
Weighted %	0.498842593		0.59375		0.746147607			0.708029197		

Higher Education												
University of Kentucky			Lewis & Clark College		University of California Los Angeles		University of California Santa Cruz		Univeristy of New Hampshire		Binghamton	
C-ONE	C-TWO	C-THREE	C-TWO	C-THREE	C-ONE	C-TWO	C-TWO	C-THREE	C-ONE	C-THREE	C-ONE	C-TWO
3	3	3	3	3	3	3	3	3	3	3	3	3
3	3	3	3	3	3	3	3	3	3	3	3	3
3	3	2.6667	0	0	0	0	3	3	2.67	3	0	0
3	3	3	0	0	0	0	3	3	3	3	0	0
3	3	2	N/A	N/A	N/A	N/A	3	3	2	3	N/A	N/A
3	3	3	N/A	N/A	N/A	N/A	3	3	3	3	N/A	N/A
3	3	3	3	3	0.5	0.5	3	3	3	3	0.5	1
3	3	3	3	3	0	0	3	3	3	3	0	0
N/A	N/A	N/A	N/A	N/A	1	1	N/A	N/A	N/A	N/A	1	2
2	3	3	3	3	3	3	3	3	2	3	2	3
0	0	0	3	3	3	0	3	3	0	0	3	3
0	0	0	2	3	2	1	3	3	2	3	2	2
3	3	3	3	3	3	3	0	0	3	3	3	0
3	3	3	3	3	3	3	3	3	3	3	3	3
3	3	3	3	0	3	3	3	3	3	3	3	3
2	3	3	3	3	2	0	3	3	3	3	1	3
3	3	3	3	3	3	3	2	3	3	3	1	3
3	3	3	3	3	3	3	3	3	3	3	2	3
3	3	3	2.667	3	3	3	0	0	3	3	0	0
3	3	3	3	3	3	3	0	0	3	3	0	0
3	3	3	3	3	3	3	N/A	N/A	3	3	N/A	N/A
3	3	3	2	3	3	3	N/A	N/A	3	3	N/A	N/A
0	0	0	0	0	0	0	0	0	2	3	1	0
0	0	0	3	0	0	2	0	0	3	3	1	0
3	3	3	3	3	3	3	3	0	3	3	3	3
3	3	3	0	0	3	3	0	0	0	0	0	3
3	3	3	3	3	3	2	3	2	3	3	0	3
2	2	2	2	3	2	0	3	3	3	3	1	2
2	2	2	3	1	3	3	3	1	3	3	0	3
2	2	2	3	3	3	3	3	3	2	3	0	3
0	0	1	0	0	0	1	3	3	3	3	1	3
3	3	3	3	3	3	3	3	3	3	3	0	3
1	3	3	2	3	1	1	2	2	2	3	1	3
2	2	2	2	3	1	1	3	2	2	3	1	3
2.5	3	3	0	0	0	0	3	1.5	2.5	3	1.5	3
3	3	3	0	0	0	0	3	1	3	3	1	3
2	3	3	N/A	N/A	N/A	N/A	3	2	2	3	2	3
3	3	3	0	0	1	2	0	0	3	3	1	3
3	3	3	3	3	0	3	3	3	3	3	0	3
3	3	3	0	3	3	0	0	3	3	3	3	0
1	1	1	0	0	0	0	0	0	0	0	1	0
3	3	3	3	3	3	3	0	3	3	3	3	3
32	32	32	32	32	32	32	32	32	32	32	32	32
288			192		192		192		192		192	
221.1666667			134.6666667		122		132.5		167.1666667		116	
0.767939815			0.701388889		0.635416667		0.690104167		0.870659722		0.60416667	
77.0625			54		54		54		54		54	
59.35416667			38.54166667		36.375		36.875		47.72916667		30.3125	
0.770208164			0.713734568		0.673611111		0.68287037		0.883873457		0.56134259	

U.S. Military and DOD														
Department of Defense		Department of Navy		U.S Army		U.S. Airforce		U.S. Coast Guard			U.S. Marine Corps		U.S. Navy (N17)		
C-ONE	C-THREE	C-ONE	C-TWO	C-TWO	C-THREE	C-ONE	C-TWO	C-ONE	C-TWO	C-THREE	C-ONE	C-THREE	C-ONE	C-TWO	C-THREE
3	3	3	3	3	3	3	3	3	3	3	0	3	3	3	3
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
2	2.3333	2.3	2.667	0	0	2	2.667	2.67	3	3	0	0	0	0	0
3	3	3	3	0	0	3	3	3	3	3	0	0	0	0	0
0	1	1	2	N/A	N/A	0	2	2	3	3	N/A	N/A	N/A	N/A	N/A
3	3	3	3	N/A	N/A	3	3	3	3	3	N/A	N/A	N/A	N/A	N/A
1	2	1.3	0.333	3	3	1.33	1	1	0.667	1.6667	1	2	1	1	1.6667
0	0	0	0	3	3	0	0	0	0	0	0	0	0	0	0
2	3	2	0	N/A	N/A	2	1	1	0	2	1	3	1	1	2
3	3	2	1	3	3	2	2	2	2	3	2	3	2	2	3
0	0	0	0	0	0	0	0	3	3	3	0	3	0	0	3
2	3	2	0	3	3	1	1	1	1	3	0	3	0	1	3
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
0	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
0	3	3	3	0	3	3	3	3	3	3	3	3	0	0	0
2	2	3	0	1	3	1	2	1	1	3	2	3	1	1	2
1	2	1	0	2	3	1	3	1	0	3	2	3	0	0	3
1	3	3	3	3	3	1	3	1	1	3	2	3	0	0	3
3	3	0	0	3	3	2.67	3	3	2.667	3	0	0	2.33	2.667	2.6667
3	3	0	0	3	3	3	3	3	3	3	0	0	3	3	3
3	3	N/A	N/A	3	3	3	3	3	2	3	N/A	N/A	2	2	2
3	3	N/A	N/A	3	3	2	3	3	3	3	N/A	N/A	2	3	3
0	3	0	0	3	3	1	3	3	0	3	0	0	0	3	3
3	3	0	0	3	3	3	3	0	2	3	0	0	3	3	3
3	3	3	3	3	3	3	3	3	3	3	3	0	3	3	3
0	3	0	0	3	3	3	3	0	0	0	0	0	0	0	0
1	3	1	0	2	3	2	2	3	0	3	2	3	0	0	0
0	2	1	0	3	3	2	2	2	3	3	1	2	1	0	0
0	1	0	0	3	3	2	3	3	3	3	2	3	1	0	0
0	1	0	0	3	3	3	3	3	0	0	3	3	0	0	0
0	1	0	0	0	3	1	3	1	0	0	0	0	1	0	0
0	1	0	0	3	3	0	3	1	3	3	2	3	1	0	0
3	2	3	0	2	3	2	1	1	1	2	2	2	1	1	2
2	2	3	0	2	3	1	0	1	0	2	1	2	1	2	2
0	0	0	0	3	3	2.5	3	0	0	0	1.5	2	0	0	0
0	0	0	0	3	3	2	3	0	0	0	0	2	0	0	0
N/A	N/A	N/A	N/A	3	3	3	3	N/A	N/A	N/A	3	2	N/A	N/A	N/A
3	3	0	2	3	3	3	3	3	3	3	0	0	3	3	0
3	3	0	3	0	3	3	3	0	3	3	0	0	3	3	3
3	3	3	3	0	3	3	0	3	3	3	3	3	3	3	3
0	0	3	0	0	0	0	0	2	2	2	0	0	2	2	2
3	3	3	0	3	3	3	3	3	3	3	3	0	3	3	0
32	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
192		192		192		192		288			192		288		
120.3333333		79.666667		159		138.166667		200.6666667			102.5		144.3333333		
0.626736111		0.4149306		0.828125		0.71961806		0.696759259			0.533854167		0.501157407		
54		54		54		54		77.0625			54		77.0625		
31.02083333		17.791667		46.375		39.6666667		51.35416667			28.8125		29.83333333		
0.574459877		0.3294753		0.858796296		0.7345679		0.666396323			0.533564815		0.387131657		

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APPENDIX C. RANKING SCORES, WEIGHTS

				Ranking		
Top	10%	Outstanding		1	University of New Hampshire	88.39%
Top	30%	Excellent		2	United States Army	85.88%
Middle	20%	Average		3	University of Kentucky	77.02%
Bottom	30%	Fair		4	MyDuty	74.61%
Bottom	10%	Poor		5	United States Air Force	73.46%
				6	Lewis & Clark	71.37%
				7	Safe Helpline	70.80%
				8	University of California, Santa Cruz	68.29%
				9	University of California, Los Angeles	67.36%
				10	United States Coast Guard	66.64%
				11	National Sexual Violence Resource Center	59.38%
				12	Department of Defense	57.44%
				13	Binghamton University	56.13%
				14	United States Marine Corps	53.36%
				15	California Coalition Against Sexual Assault	49.88%
				16	**21st Century Sailor Navy (N17)**	**38.71%**
				17	Department of the Navy	32.95%

Weights	
(32 Questions)	
Access	0.0625
Navigation	0.25
Content	0.4375
Visuals	0.125
Interaction	0.0625
Credibility	0.0625

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2.   Dudley Knox Library
        Naval Postgraduate School
        Monterey, California